

# SEARS, ROEBUCK AND CO.

SATISFACTION GUARANTEED OR YOUR MONEY BACK



FALL AND WINTER

1942-43 • CHICAGO



In good quality fabric, \$11.98

In better quality fabric, \$19.98

In our best quality fabric, \$25.00

# The Wrap-tie and Balmacaan

Newest Kerrybrooke\* versions of classic Polo Coat fashions

America's most firmly established polo coat fashions are the youthful Wrap-tie and the smart Balmacaan . . . shown on opposite page. They are first choice for going to market or parties, to school or work. Year after year they're welcomed and worn by women and misses of all ages, all tastes. And today their popularity is greater than ever, because coats like these are such wise investments. Their tried-and-true style will look smart for many seasons to come. The All Wool Fleece fabric will give long-term service. And this splendid tailoring will still hold its good lines after hundreds of wearings. Both these Kerrybrookes come in wide range of sizes, and three value-packed qualities.



\$11.98  
Each

#### Good quality styles have:

Fabric of splendid quality all wool fleece, shown at left, above. It is 65% new wool and 35% reused wool; woven to give beauty, warmth, wear. Lining of good Earl-Glo rayon twill is guaranteed to wear for two years. Interlining throughout entire coat. Fastening: *Wrap-tie* has button at waist and a 2-way belt. Wear fully belted (opposite page) or back-belt only (small view). *Balmacaan* fastens with leather-like buttons. Tailoring of fine type. Welt-seamed sleeves. All seams sturdily stitched.



\$19.98  
Each

#### Better quality, both styles have:

Fabric of superior all wool fleece, shown center, above. 85% new wool, 15% camel's hair. Gorgeously warm and serviceable. Lining of fine quality Skinner's rayon satin that is guaranteed to wear for two years. Interlining, heavyweight, throughout coat. Fastening on *Wrap-tie* is by detachable belt. The *Balmacaan* coat fastens with big rugged buttons of fine real leather. Tailoring of excellent quality. Piping, full length of facings; shape-retaining reinforcements at the sleeve edges and inside the fronts. Welt-seamed sleeves; sturdy stitching throughout entire coat.

\$25.00  
Each

#### Our best quality, both styles have:

Fabric of beautiful all wool fleece, shown at right, above. Is 30% soft camel hair, 15% mohair, 30% new wool, 25% reprocessed wool. Fabric to boast about; a coat to treasure for years. Lining of excellent Skinner's rayon satin guaranteed to give you splendid wear for two years. Interlining, extra-warm weight, throughout coat. Fastening: *Wrap-tie* has buttons at waist and a 2-way belt; see opposite and small view. *Balmacaan* fastens with big real leather buttons. Tailoring of finest quality. Sleeve linings are sewn in by hand and reinforced. Sleeves, welt-seamed. Front facing piped; reinforced to retain shape. All stitching is extra strong.

#### Wrap-tie in good quality

Color: polo tan shown left, above.  
State size. Shpg. wt., ea., 4 lbs. 8 oz.  
♦17 ND 6300—Misses' sizes: 12, 14, 16, 18, 20, 22.....\$11.98

#### Balmacaan in good quality

Color: polo tan shown at left, above.  
State size. Shpg. wt., ea., 4 lbs. 8 oz.  
♦17 ND 6303—Misses' sizes: 12, 14, 16, 18, 20, 22.....\$11.98  
♦17 ND 6403—Juniors' sizes: 11, 13, 15, 17, 19.....\$11.98

#### Wrap-tie in our better quality

Color: polo tan shown in center, above.  
State size. Shpg. wt., ea., 5 lbs. 6 oz.  
♦17 ND 6301—Misses' sizes: 12, 14, 16, 18, 20, 22.....\$19.98

#### Balmacaan in our better quality

Color: polo tan shown in center, above.  
State size. Shpg. wt., ea., 5 lbs. 6 oz.  
♦17 ND 6304—Misses' sizes: 12, 14, 16, 18, 20, 22.....\$19.98  
♦17 ND 6404—Juniors' sizes: 11, 13, 15, 17, 19.....\$19.98

#### Wrap-tie Coat in our best quality

Color: polo tan, as illustrated at right, above.  
State size. Shipping weight, 6 lbs. 4 oz.  
♦17 ND 6302—Misses' sizes: 12, 14, 16, 18, 20, 22.....\$25.00

#### Balmacaan Coat in our best quality

Color: polo tan illustrated at the right, above.  
State size. Shipping weight, each, 6 lbs. 4 oz.  
♦17 ND 6305—Misses' sizes: 12, 14, 16, 18, 20, 22.....\$25.00  
♦17 ND 6405—Juniors' sizes: 11, 13, 15, 17 and 19.....\$25.00

#### How to order...and customer service information

Check your size . . . see measurements given on page 1030.  
For easy terms, see the inside back cover of this book.  
Wool terms of fabrics are fully explained on page 1029.

Coats marked ♦ on these two pages, shipped from Kansas City or New York, whichever is nearer you. Order, pay postage, only from your nearest Sears mail order house.



Kerrybrooke  
POLO COATS

\*Kerrybrooke is our own name for casual clothes . . . styles of the minute . . . fashions wearable for years

Wrap-tie Polo Coat

Balmacaan Polo Coat

♥ PAGE 3 . . . . . COATS



In good quality Tweed, \$22.98

In better quality Tweed, \$29.98

In our best quality Tweed, \$29.98

## The Reefer and the Boxy Coat

Kerrybrooke\* versions of these classic styles . . . in All Wool Tweed

Most popular coats in America are the softly fitted reefer and the loose easy boxy coat. Other styles come and go . . . but these beautiful classics are forever in fashion. You all love them, look well in them . . . wear them with everything, everywhere. The new Kerrybrooke versions of these tried-and-true styles are shown on opposite page. And now, more than ever, these coats are designed to serve you well, for many seasons. The smart lines will keep their good looks, far into the future. The All Wool Tweed will wear superbly. And the tailoring is Sears finest. Each style comes in Misses' sizes. Each, in three splendid qualities; priced to give generous value for every dollar you spend.



In good quality **\$12.98**  
Each

In better quality **\$19.98**  
Each

In our best quality **\$29.98**  
Each

### These features in both styles:

Fabric of our fine quality all Wool Herringbone Tweed; shown at left, above. Is 50% new Wool, 50% re-processed Wool. Softly, tightly woven for warmth, good looks, long wear. Tailoring that meets all of Sears high standards. Entire coat is cut in well-shaped gores; and sewn with heavy-duty thread, closely stitched. Lining of excellent Earl-Glo Rayon Twill; guaranteed to wear 2 years. Interlining through the entire coat, will add to your warmth and comfort on even the coldest Winter days.

### These features in both styles:

Fabric of superior all Wool Herringbone Tweed; in center, above. Is 92% new Wool, 4% reused Wool, 4% reprocessed Wool. A warm, rugged and handsome material. Tailoring extra fine; piping full length of front facings. Shape-retaining reinforcement across shoulders . . . inside the sleeve edges . . . full length down the fronts. Entire coat beautifully gored. Sturdily evenly stitched with heavy-duty thread. Lining of famous high-standard Skinner's Rayon Satin; guaranteed to wear 2 years. Interlining throughout the entire coat; for extra comfort and weather protection.

### Both styles have button-in lining:

Fabric is superlatively fine all new Wool Herringbone Tweed; shown at the right, above. A breath-takingly beautiful weave; luxurious coloring and magnificent texture. Tailoring is superb. Fully gored. Front facings all piped. Fronts, sleeve edges and shoulders reinforced with shape-retaining canvas. Lining is famous Skinner's Rayon Satin; guaranteed to wear handsomely for two full years. Interlining throughout both sleeves of coats. Plus detachable button-in sleeveless lining that make this an all season coat. Lining is Wool quilted between 2 layers of Skinner's Rayon Satin. Satin guaranteed wear 2 years.

### Fitted Reefer in our good quality

Colors: Herringbone Tweed in Heather Mixture of Brown-and-Beige, or of Blue-and-Brown. Misses' sizes: 12, 14, 16, 18, 20. State size, color. Shipping weight of each coat is 5 pounds 6 ounces.  
♦17 ND 6306.....\$12.98

### Fitted Reefer in our better quality

Colors: Herringbone Tweed in Heather Mixture of Brown-and-Beige, or of Blue-and-Brown. Misses' sizes: 12, 14, 16, 18, 20. State size and color. Shipping weight of each coat is 5 pounds 6 ounces.  
♦17 ND 6307.....\$19.98

### Our best Reefer; button-in lining

Colors: Herringbone Tweed in Heather Mixture of Brown-and-Beige, or of Blue-and-Brown. Misses' sizes: 12, 14, 16, 18, 20. State size and choice of color. The shipping weight of each coat is 6 pounds.  
♦17 ND 6308.....\$29.98

### Boxy Coat in our good quality

Colors: Herringbone Tweed in Heather Mixture of Blue-and-Brown or of Brown-and-Beige. Misses' sizes: 12, 14, 16, 18, 20, 22. State size, color. Shipping wt., 5 lbs.  
♦17 ND 6309.....\$12.98

### Boxy Coat in our better quality

Colors: Herringbone Tweed in Heather Mixture of Blue-and-Brown or Brown-and-Beige. Misses' sizes: 12, 14, 16, 18, 20, 22. State size and color. Shipping weight, each coat, 5 pounds and 6 oz.  
♦17 ND 6310.....\$19.98

### Our Best Boxy; button-in lining

Colors: Herringbone Tweed in Heather Mixture of Blue-and-Brown, or Brown-and-Beige. Misses' sizes: 12, 14, 16, 18, 20, 22. State size and choice of color. The shipping weight of each coat is 6 pounds.  
♦17 ND 6311.....\$29.98

### How to order . . . and customer service information

Check your size . . . see measurements, page 1030, back of book. For hats and shoes shown on these pages, please refer to Index. For explanation of Wool Terms, see page 1029.

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Kerrybrooke  
COATS

Kerrybrooke® is Sears' own name  
for casual clothes. Styles of the  
minute...fashions wearable for years.

The Reefer Coat

The Boxy Coat

See how richly thick this fabric is . . .  
Used for both styles on opposite page

\$2750  
EACH

## Our Greatest Coat Values

Fabrics chosen for superb wear; tailoring that lasts; styles that endure

This year, more than ever, quality pays. You want the finest workmanship, fabric and wear you can get at your price. To meet this trend of the times we bring you our new record-high value. We have made two polo coats that give finer tailoring and material than even Sears ever offered before for \$27.50. This classic Balmacaan and Wrap-tie are tailored superbly. Read the panel below. See the care lavished on every coat. And these materials, like the tailoring, will give lasting satisfaction. For Seasons to come, you'll be warm, feel proud, look lovely in these Kerrybrookes.

Hang of a coat depends on way shoulders are cut. Not squared, not sloped . . . but CURVED. We cut these that way, then accent their good lines by padding.

Under-collars reinforced with good shape-retaining canvas.

Fronts and facings, stitched to keep edges smooth and flat.

Tape-stitched seams are safe against sagging or stretching.

Extra-deep hems on sleeves are easy to lengthen, if you wish.

Sleeve edges are reinforced with fine shape-retaining canvas.

Lining hand-tucked to seams, keeps it in place, prolongs wear.

Lining seams closely overcast on the inside, to eliminate raveling.

Finest tailoring ever offered in a Kerrybrooke at this price:



Top-quality tailoring demands frequent pressing through many stages of making a coat. These are pressed at 12 points-of-progress. Their good lines last.

Mens-wear canvas reinforcement across shoulders, keeps shape.

Tape-bound armholes retain good shape after long wear.

Pocket corners, tacked to reinforcements; they resist strain.

Pockets finished with insert of strong muslin to eliminate bulk.

Fronts well reinforced, with good quality shape-retaining canvas.

Coat fabric facings, handsomely bound with lining material, give each of these coats a fine finish like mens-wear tailoring.

**Classic Balmacaan Coat** in warm Fleece (80% new Wool, 10% luxurious Camel Hair, 10% Mohair). A handsome material, beautifully tailored as specified in panel above. The classic style is smart and easy to wear. Has good shoulders, three-way Balmacaan neckline, slash pockets. Fastens with fine real leather buttons. Is finished with welt-seamed sleeves and back; open vent at back hem. Fully interlined with specially selected fabric. Lined with Skinner's Rayon Satin guaranteed to wear 2 years. Lining armshields. Color: Polo Tan. Misses' sizes: 12, 14, 16, 18, 20. State size. #17 ND 6312—Shipping weight, 5 pounds.....\$27.50

**Double-breasted Wrap-No Coat** in warm soft sturdy Fleece. It is 80% warm new Wool, 10% luxurious Camel Hair and 10% Mohair. A fabric of great beauty, comfort and wear. Every inch of it tailored supremely well, as specified in panel above. The classic style is becoming to all. Has welt-seamed sleeves and back, convertible collar, raglan shoulders, big pockets. Interlined with winter-weight fabric. Fully lined with Skinner's Rayon Satin that is guaranteed to wear two years. Lining armshields. Color: Polo Tan. Misses' sizes: 12, 14, 16, 18, 20. State size. #17 ND 6314—Shipping weight, 5 pounds.....\$27.50

### How to order . . . and customer service information

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For Easy Terms Information, refer to Inside Back Cover.  
For hats, gloves shown here, refer to Index, back of book.

Clothes marked \* as those 2 pages, are shipped from Kansas City or New York City, whichever is nearer you. Order and pay postage from your nearest Sears Mail Order House.



At left... back view  
of Balmacaan coat

At right... back view  
of wrap-tie coat

Balmacaan \$27.50

Wrap-tie \$27.50

Kerrybrooke is our own name  
for casual clothes... styles of the  
minute... fashions wearable for years.

PAGE 7 ..... COATS

SOLDIER BLUE

RUST BROWN

# \$27.50 Our Greatest Coat Values

EACH

Fabrics chosen for superb wear; tailoring that lasts; styles that endure

To set the standard for making these coats, we examined the work of fine custom tailors. Ripped it open . . . studied the cut, tailoring, finish. Then gave ourselves the task of adopting all their most important features for these Kerrybrooke classics. Making them of splendid all wool Tweed; selling them for only \$27.50. We've done it! Results are shown on opposite page . . . we believe they break all our records for coats at this price. Two types . . . Reefer and Boy Coat, so every taste, figure and age can wear their perfect style. Choose either, and have one of the year's great values!

Hang of a coat depends on way shoulders are cut. Not squared, not slanted . . . but CURVED. We cut these that way, then accent their good lines by padding.

Under-collars reinforced with good shape-retaining canvas.

Fronts and facings, stitched to keep edges smooth and flat.

Tape-stitched seams are safe against sagging or stretching.

Extra-deep hems on sleeves are easy to lengthen, if you wish.

Sleeve edges are reinforced with fine shape-retaining canvas.

Lining hand-tacked to seams; keeps it in place, prolongs wear.

Lining seems closely overcast on the inside, to eliminate raveling.

Finest tailoring ever offered in a Kerrybrooke at this price:



Top-quality tailoring demands frequent pressing through many stages of making a coat. These are pressed at 12 points-of-progress. Their good lines last.

Mens-wear canvas reinforcement across shoulder, keeps shape.

Tape-bound armholes retain good shape after long wear.

Pocket corners, tucked to reinforcements; they resist strain.

Pockets finished with insert of strong muslin to eliminate bulk.

Front well reinforced, with good quality shape-retaining canvas.

Coat fabric facings, handsomely bound with lining material, give each of these coats a fine finish like mens-wear tailoring.

**Classic Reefer**, beautifully gored to fit and flatter every figure. Has piped breast pocket; two slot pockets at hipline. Fastens with button at waist; another button inside holds wide overlap closed. Coat expertly tailored as specified above; added feature is the special tape inside waistline, to hold its good shape through long wear. Warm All New Wool Herringbone Tweed has fleecy surface, firm weave. Fully interlined. Lined with Skinner's Rayon Satin that is guaranteed to wear two years. Lining armshields. Colors: Herringbone Tweed in Soldier Blue or Rust Brown. State size and color. Shipping weight of each coat is 5 pounds.

♦17 ND 6316—Misses' sizes: 12, 14, 16, 18, 20 . . . . . \$27.50

**Classic Boy Coat** with sling straps inside the fronts . . . so you can throw coat over your shoulders is the new way. Has convertible collar, stitched flap-pockets. Back vent fastens with button and loop. Entire coat welt-seamed, and expertly tailored as specified in panel above. Splendid All New Wool Herringbone Tweed has fleecy surface, firm weave. Fully interlined. Lined with Skinner's Rayon Satin guaranteed to wear two years. Lining armshields. Colors: Herringbone Tweed in Rust Brown, or in Soldier Blue. State size and color. Shipping weight, each coat, 5 pounds.

♦17 ND 6415—Juniors' sizes: 11, 13, 15, 17, 19 . . . . . \$27.50

## How to order . . . and customer service information

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At left ... Back view  
of the Reefer

At right ... Back view  
of the Boy Coat

Classic Reefer \$27.50

Classic Boy Coat \$27.50

Kerrybrooke  
COATS

Kerrybrooke is Sears own name for  
casual clothes ... styles of the min-  
ute ... fashions wearable for years.

PAGE 9 COATS



Also available  
in Red

## Warm all wool coats in youthful colors

New trimming . . . new details on time-tested Kerrybrooke classics  
Correctly fitted, young graceful styles for Misses' and Juniors

**\$16.98**

each

### Cozy fur-collar Reefer

You will be warm, pretty and fashionable in this double-breasted reefer. Has convertible collar of brown beaver-dyed coney fur. Fabric is firmly woven all wool fleece (40% new wool, 60% reused wool); well interlined. Modified raglan style shoulders, and tucking detail over the bust look smart and new. Well-gored silhouette is graceful and youthful. Slot pockets. Lining of de luxe Earl-Glo rayon twill, guaranteed to wear two years.

Colors: oatmeal tan. State size.

♦17 ND 6348—Misses' sizes: 12, 14, 16, 18, 20. Shipping wt., 5 lbs., \$16.98



### Boy Coat with loop buttons

Latest edition of a famous style. This bright-colored, loop-buttoned Boy Coat is perfect with slacks . . . and handsome with dresses or formals. Has convertible collar, flap pockets, welt-seamed sleeves and back. Back vent is closed. In better quality all new wool fleece. Interlined. Lined with de luxe Earl-Glo rayon guaranteed to wear two years. Colors: polo tan or red. State size and color.

♦17 ND 6348—Misses' sizes: 12, 14,

16, 18, 20. Shipping wt., 5 lbs., \$16.98

♦17 ND 6448—Juniors' sizes: 11, 13,

15, 17, 19. Shipping wt., 5 lbs., \$16.98

### Wrap-tie Coat on cover

Selected for the most prominent place in our Catalog . . . because it's one of the newest and most youthful coats of the season. Fastens with big loop buttons. Cut with raglan sleeves that go easily over heavy dresses. Styled with convertible collar, soft bodice fullness and unpressed pleats. Two pockets in pleats. Welt-seamed sleeves and back. All new wool fleece; interlined. Lined with de luxe Earl-Glo rayon guaranteed to wear 2 years. Colors: red, polo tan. State size, color.

♦17 ND 6349—Misses' sizes: 12, 14,

16, 18, 20. Shipping wt., 5 lbs., \$16.98



### How to order . . . customer service information

Check your size . . . see measurement, page 1030.  
Available on Easy Terms . . . see inside back cover.  
For explanation of Wool Items . . . see page 1029.

Clothes marked ♦ on these 2 pages, shipped from Kansas City or New York, whichever is nearer you. Order and pay postage from nearest Sears store or mail order house.



Good quality \$15.98 Reefer



Better quality \$22.50 Reefer



Best quality \$27.98 Reefer

## Most flattering fashion you can wear The fur-trimmed dressy Reefer

- Available in Misses' sizes 12-20 and Juniors' sizes 11-19.
- This young, front-buttoned Charmode is warm and becoming.
- Collar looks equally lovely open, or fastened up to chin.
- Many well-shaped gores make the most of a lovely figure; give coat smooth fit at the waist, soft flares at the hem.
- The rich dressy coating and the soft smooth fur collars come in a variety of three qualities . . . and three prices.

**\$15.98**

Good quality; Collar  
is Beaver-dyed Coney

Fur collar is of lovely brown beaver-dyed Coney. Smooth, glossy fur that wears well, looks so smart. Fabric is our good quality warm dressy Coating, 67½% reused Wool, 22½% Rayon, 10% Cotton. Warm, fashionable, comfortable. Lining of good quality Earl-Glo Rayon is guaranteed to wear for two years. Interlined thoroughly.

Colors: Black or Teal Blue. Stole size and color. Shipping weight, 4 pounds 12 ounces.

♦17ND6325—Misses' sizes 12, 14, 16, 18, 20 \$15.98

♦17ND6326—Juniors' sizes 11, 13, 15, 17, 19 \$15.98

**\$22.50**

Better quality; Fur  
collar is real Nutria

Fur collar is real Nutria, a smooth soft brown fur famous for its flattering texture; very fashionable

Fabric, our better quality needle-knot Coating, 42% fine reused Wool, 41% Cotton, 17% Rayon. Warm, beautiful and new-looking

Lining is de luxe quality Earl-Glo Rayon guaranteed to wear 2 years. Interlined thoroughly.

Colors: Black or Teal Blue. Stole size and color. Shipping weight, 4 pounds 12 ounces.

♦17ND6327—Misses' sizes 12, 14, 16, 18, 20 \$22.50

♦17ND6328—Juniors' sizes 11, 13, 15, 17, 19 \$22.50

**\$27.98**

Our best; Fur Collar  
London-dyed Squirrel

Fur collar is our finest brown London-dyed Squirrel. Wonderfully soft and smooth, lustrous fur

Fabric is our best quality needle-knot Coating, 27% warm new Wool, 27% rayon, 46% cotton. Our finest for beauty and wear

Lining is famous Skinner's Rayon Satin guaranteed to wear two years.

Interlined thoroughly.

Colors: Black or Teal Blue. Stole size and color. Shipping weight, 4 pounds 12 ounces.

♦17ND6329—Misses' sizes 12, 14, 16, 18, 20 \$27.98

♦17ND6330—Juniors' sizes 11, 13, 15, 17, 19 \$27.98



④ 12-button Reefer \$9.98



⑤ 5-button Reefer \$9.98



⑥ The Boxy Swagger \$9.98



⑦ Newest Wrap-It \$9.98



⑧ Velvet-trim \$9.98



⑨ Reversible Reefer \$9.98



⑩ Floyd Reversible \$9.98



⑪ Boxy Reversible \$9.98

**④ 12-button Reefer**

Outstandingly popular double-breasted style Matching velveteen trim the collar and cuffs but tons. Coat fully gored 2 pockets. Fine Tweed, 5 18% new Wool, 25% reprocessed wool, 10% reused wool, 45% rayon, 4% cotton Fully interlined Lined. Earl Goo Rayon Twill guaranteed to wear for two years. Colors: Color-flecked Black-and-White, or Wine-and-White. Misses' sizes 12, 14, 16, 18, 20. State size, color. Shipping weight, 4 lbs. 8 oz. ♦ 17 ND 6360 \$9.98



**⑤ 5-button Reefer**

Sing-e-breasted classic coat with notched collar. Has many gates, pockets set into seams. Tweed, 5 18% new Wool, 25% reprocessed wool, 10% reused wool, 45% rayon, 4% cotton. Interlined Lined. Earl Goo Rayon Twill guaranteed to wear 2 years. Colors: Color-flecked Wine-and-White or Black-and-White. State size, color. Shipping weight, 4 lbs. 8 oz. ♦ 17 ND 6358 Misses' sizes: 12 14 16 18 20 Each \$9.98 ♦ 17 ND 6359 Jr. Sizes: 11 13 15 17 19 \$9.98



**⑥ The Boxy Swagger**

Classic 3-button swagger with convertible collar. Well-geared back. Deep armholes, wide sleeves goes on easily over suit. Color: Striped Tweed, 18% new Wool, 25% reprocessed wool, 10% reused wool, 45% rayon, 4% cotton. Interlined Lined with Earl Goo Rayon Twill that's guaranteed to wear 2 years. Colors: Color-flecked Black-and-White or Wine-and-White. Misses' sizes: 12 14 16 18 20. State size, color. Shipping weight 4 lbs. 8 oz. ♦ 17 ND 6365 \$9.98



**⑦ Newest Wrap-tie**

Has narrow notched collar that looks smart when worn open or closed. New ensemble shoulder yoke with fullness. Rows of tucks across the back waistline. Tweed, 5 18% new Wool, 25% reprocessed wool, 10% reused wool, 45% rayon, 4% cotton. Interlined Lined with Earl Goo Rayon Twill that's guaranteed to wear 2 years. Colors: Color-flecked Brown-and-White or Black-and-White. Misses' sizes: 12, 14 16 18, 20. State size, color. Shipping weight 4 lbs. 8 oz. ♦ 17 ND 6357 \$9.98



# IT'S SEARS LOWEST PRICE for a warm winter-weight Coat

**\$9.98**  
EACH

- Rich variety of casual and dress styles
- All with warm interlinings and rich linings; or with weather-resistant reversible linings
- Splendid chance to get a great bargain
- All come in Misses' sizes; some in Juniors sizes

All coats shown on the opposite page are described on this page

**⑧ Velveteen trim**

Smart dressy coat extra warm, extra lovely. Matching velveteen trim the collar, frames the buttons. Coat has new dropped shoulders, is gored front and back. Dressy coating 67% reused wool, 22% rayon, 10% cotton. Interlined Lined. Earl Goo Rayon Twill guaranteed to wear for two years. Colors: Teal Blue or Black Juniors' sizes 11, 13, 15, 17, 19. State size and color. Shipping weight, 4 lbs. 8 oz. ♦ 17 ND 6366 \$9.98



**⑨ Reversible Reefer**

Perfect coat for all weather, all occasions. Fully gored. Pockets, buttons both sides. Tweed side: 38% new Wool, 21% reused Wool, 40% Rayon. Other side: Andex finish Cotton Gabardine. Resists wind and water. Colors: Color-flecked Black-and-White reverse side Tan. State size. Shipping wt 4 lbs. 12 oz. ♦ 17 ND 6362 Misses' sizes: 12, 14, 16, 18, and 20 \$9.98 ♦ 17 ND 6363 Juniors' sizes: 11, 13, 15, 17, and 19 \$9.98



**⑩ Plaid Reversible**

Convertible collar coat. Back belt set in. Front belt buttoned on to Tweed or Gabardine side. Pockets, buttons, both sides. Tweed: 50% new Wool, 40% reused Wool. Cotton Gabardine: Andex finish. Resists wind and water. Colors: Plaid over Navy colonial cross lines, other side Tan. State size. Shipping wt 5 lbs. ♦ 17 ND 6361 Misses' sizes: 12, 14, 16, 18, and 20 \$9.98 ♦ 17 ND 6461 Juniors' sizes: 11, 13, 15, 17, and 19 \$9.98



**⑪ Boxy Reversible**

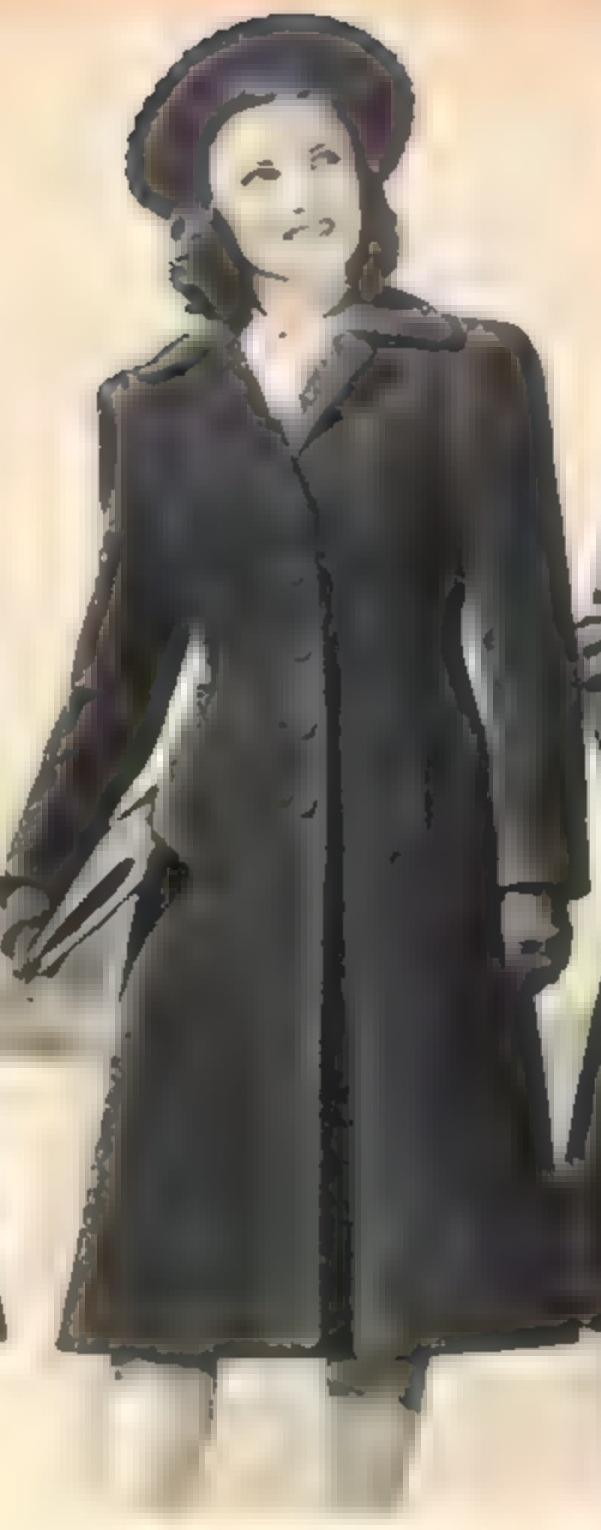
Classic Halmgreen coat for all weather. Has rag on shoulders, young two-way neck tie. Sleeve tabs on Tweed side. Pockets and buttons on both sides. Good quality Herringbone Tweed side: 50% new Wool, 40% reused Wool. Other side: Cotton Gabardine with Andex finish, resistant to wind, water. Colors: Herringbone Tweed in Blue and Brown Heather. Reverse side: Tan. Misses' sizes: 12, 14, 16, 18, 20. State size. Shipping weight 4 lbs. 12 oz. ♦ 17 ND 6364 \$9.98



**How to order and customer service information**

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Check your size . . . see measurements on page 1030. For explanation of Wool Terms, see page 1029. Easy Terms available—see Inside Back Cover of this book.



**Classic Fleece Coats . . with extra warmth**

\$11.98  
Each

Closely woven fabrics are interlined. Necks button warmly  
Styles comfortably belted or fitted. Misses', juniors' sizes

Famous 12-button wrap-tie  
Wool-silk - 45% wool

**Convertible collar reefer**

**New many-way wrap-tie coat**

Color sun 0 205  
17 ND 635 4230 S 9A

卷之三

Misses  
State size color  
◆ 7 IND 6352



## All Wool Tweed Coats for extra long wear

Thick fabric is tightly woven. Collars all button up warmly  
Interlinings add extra warmth. In misses' and juniors' sizes

**\$12.98**  
Each

### Reefer for misses and juniors

Warm & well here gets its tweed. All new  
Wool \$12.98 reprocess wool. Interlined  
The smooth face rayon lining is  
guaranteed to wear for 2 years. V-neck  
double style in warm and ultra-warm  
wool. Has two front pockets. The  
car coat style.

Colors: herringbone or heather mix  
or tan. Brown or beige. All size. State  
size and color.

♦ 17 ND 6353 Misses' sizes: 12, 14, 16, 18  
20. Ship wt. 4 lbs. 8 oz. \$12.98

♦ 17 ND 6354 Juniors' sizes: 11, 13, 15, 17  
19. Ship wt. 4 lbs. 8 oz. \$12.98



### Leather-button Balmacaan

Warm all wool herringbone tweed. All new  
Wool \$12.98 reprocess wool. Interlined  
face rayon lining guaranteed to wear  
for 2 years. Wrap-tie belt. Big button at  
collar. Two front pockets. Colors: herringbone  
or heather mix. All size. State size and  
color.

Colors: herringbone or heather mix  
or tan. Brown or beige. All size. State  
size and color.

♦ 17 ND 6355 Misses' sizes: 12, 14, 16, 18  
20. Ship wt. 4 lbs. 8 oz. \$12.98

♦ 17 ND 6356 Juniors' sizes: 11, 13, 15, 17  
19. Ship wt. 4 lbs. 8 oz. \$12.98



### Wrap-tie; set-in back belt

All wool herringbone tweed, 50% new  
wool, 50% reprocessed wool. Interlined  
face rayon twill lining guaranteed  
to wear 2 years. Warm wrap-tie style  
has snapper at waist, big button at  
collar. Modified raglan shoulders,  
and soft bodice fullness in front and in  
back are visible at the fitting. Inverted  
pleat at the back hem. All 2 pockets.

Colors: herringbone or heather mix  
or blue and tan. Brown and beige.  
All size. State size and color.

♦ 17 ND 6356 Juniors' sizes: 11, 13, 15, 17  
19. Ship wt. 4 lbs. 8 oz. \$12.98



### How to order customer service information

Check your size - see measurements on page 1030 in the back of book  
For explanation of Wool Terms, see page 1029 in the back of the book  
Easy Terms are available. See complete information on inside back cover

Coats marked ♦ on these two pages are shipped from Kansas  
City or New York whenever needed. You send order to and  
pay postage only from Regent Mail Order House



## Now..BUTTON the extra lining into your Coat

Have warm winter coat . . or take out lining on mild spring and fall days  
Two classic styles in two qualities sizes for Misses and for Juniors

In GOOD quality  
with sleeveless  
button-in lining  
**\$19.98**  
Each

Our BEST quality  
with long-sleeved  
button-in lining

**\$25.00**  
Each

Classic four button Balmacoon or jacket has extra lining

Color Misses sizes 14, 16, 18, 20 Juniors sizes 4, 5, 6, 8

State size 17, 19

Our good all new wool flannel

Color Misses sizes 14, 16, 18, 20 Juniors sizes 4, 5, 6, 8

State size 17, 19

Our best all new wool flannel

Color Misses sizes 14, 16, 18, 20 Juniors sizes 4, 5, 6, 8

State size 17, 19

#17ND6333 Miss sizes \$19.98

#17ND6433 Jrs. sizes \$19.98

#17ND6334 Miss sizes \$25.00

#17ND6434 Jrs. sizes \$25.00

Closed tweed Balmacoon coat has welt seams, closed  
or open belt, nickel: open or closed collar

Color Misses sizes 12, 14, 16, 18,

State size, color white or grey 5 lbs 6 oz

All wool tweed Misses sizes 14, 16, 18, 20 Juniors sizes 4, 5, 6, 8

Color white or grey 5 lbs 6 oz



## Shaded ombre plaid Coats . . newest of all

Soft colors, beautifully blended, make this plaid very becoming  
We offer it in wide range of sizes . . for misses' and juniors' figures

\$ 14.98  
each

Boxy coat with a smart young air. New cut fashionistic ombre fabric. Buttons neck fits like whether worn open or close. Modified raglan sleeves are cut all-in-one with a yoke that releases soft fullness at front and back. Natural-looking shoulders with sleeves. No work required with the tweed. Tweed is 60% new wool, 10% reused wool, 10% cotton, 20% rayon. Interlined. Lined. Ear fur. Deluxe rayon guaranteed to wear two years.

Colors: ombre plaid in brown-and-beige or in blue-and-brown. Misses' sizes: 2, 4, 6, 8, 10. State size and color #17ND6344—Shpg. wt. 5 lbs. \$14.98



Double-breasted reefer famous for warmth comfort and good fit. Lines. Extraably handsome in this new ombre plaid. Notched collar, two flap pockets and a breast pocket which carries velvet-ee handkerchief. Lines to hang with tweed. Back has center seam—closed vent. Warm tweed is 60% new wool, 10% reused wool, 10% cotton, 20% rayon. Interlined. Lined. Ear fur. Ear-fur. Deluxe rayon guaranteed to wear 2 years.

Colors: ombre plaid in blue-and-brown or in brown-and-beige.  
Misses' sizes: 12, 14, 16, 18, 20.  
Juniors' sizes: 11, 13, 15, 17, 19. State size and color shipping weight, ea. 5 lbs.  
#17ND6345—Misses' sizes: \$14.98  
#17ND6346—Juniors' sizes: \$14.98

To check your size, see page 1030  
For easy terms, see inside back cover  
Wool terms explained on page 1029



New Wrap-Neck has a splendid big button at the convertible neck, and set in tie belt. Modified raglan shoulders, deep armholes go on easily over heavy dress. Coat softly shirred, above waist, in front and back. Pockets warmly lined. Center back seam ends in inverted pleat. Tweed is 60% new wool, 10% reused wool, 10% cotton, 20% rayon. Fully interlined. Lined. Ear fur. Deluxe rayon guaranteed to wear two years.

Colors: ombre plaid in blue-and-brown or in brown-and-beige. Misses' sizes: 12, 14, 16, 18, 20. State size, color #17ND6343—Shpg. wt. 5 lbs. \$14.98





*Charmode*  
CONTS

**Our Finest Coats . . best furs, best fabrics**

**\$57.50**  
Each

**Incluye 10% Iva**

**Fully gored back, tie-belt, misses' sizes**

Color	Misses sizes
4 6 8 10 12	State size

♦ 17 CD 6317 \$57.50



**Dressmaker coat, misses', women's sizes**

blue gray. Styled the new way with caprice of the  
yearly. Designed to be worn with own or with a  
hat. A large  
size. Color blue gray.  
Size 6-10. Price \$1.00  
11-12. Price \$1.25  
13-14. Price \$1.50  
15-16. Price \$1.75  
17-18. Price \$2.00  
19-20. Price \$2.25  
21-22. Price \$2.50  
23-24. Price \$2.75  
25-26. Price \$3.00  
27-28. Price \$3.25  
29-30. Price \$3.50  
31-32. Price \$3.75  
33-34. Price \$4.00  
35-36. Price \$4.25  
37-38. Price \$4.50  
39-40. Price \$4.75  
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80517-80518. Price \$164.50  
80519-80519. Price \$164.75  
80521-80522. Price \$165.00  
80523-80524. Price \$165.25  
80525-80526. Price \$165.50  
80527-80528. Price \$165.75  
80529-80

How to order, customer service information. Easy Terms on inside back cover.

Check in the key areas given on page 3 at back of book  
for responses from Te 3; see page 3729 for hats and  
gloves which do these last pages please refer to the index

Cost on the page shipped from New York City or opposite page  
shipped from New York or Kansas City whichever road you  
choose and pay postage from your regular mail office.



## Big fluffy Fur Collars on thick warm tweed coats

Enjoy winter-time comfort with these big collars of beige wolf fur  
Then remove fur in spring . . . it's sewn on by hand; comes off easily  
Kerrybrooke coats with this new feature, in misses', women's sizes

**\$26<sup>98</sup>**  
each

### Swagger Coat; tuxedo collar

Tuxedo revers button back at small size below or out over collar. Notch of coat fits your throat warmly. Beige wolf fur collar can be worn as shown or removed. It's sewn on by hand; easy to detach; easily replace. Wrap-over belt and wrapfastens coat at waist. Slot pockets have lining of the tweed. Back panel - beige fur. All wool herringbone tweed: 50% new wool 50% reprocessed wool. Interfacing: 100% wool. Ear tabs: 100% rayon that's guaranteed to wear for two years. Colors: herringbone tweed in oatmeal tan or in blue and brown - each with beige wolf fur collar. Misses' sizes: 7 14 16 18 21. Women's sizes: 38 40 42 44. Shpg wt: 4 lbs 12 oz. ♦ 17 ND 6320 - State size, color \$26.98



### Ombre-plaid Swagger

The back of this coat is slanted to accent the fine way. Slanted is matched. It's a neck looks well open or more fastened with big button. Another feature at waist: belt that's sewn on by hand; easily removable; easily replaced with beige fur. Tweed: 50% new wool 50% reprocessed wool; 60% rayon. Interfacing: 100% wool. Ear tabs: 100% rayon guaranteed to wear 2 years. Color: ombre plaid: brown and beige beige wolf fur collar. Misses' sizes: 7 14 16 18 21. Shpg wt: 4 lbs 12 oz. ♦ 17 ND 6323 \$26.98



### Fitted, gored wrap-tie Coat

Flared collar coat is cut in flattering fashion: has front and back gores and softness over the bust. It fastens with belt snap at waist and a button at neckline. Stand-up collar and side pockets. Beige wolf fur collar is sewn in by hand; easily detached; easily replaced. Herringbone tweed: 100% new wool. Interfacing: 100% wool. Ear tabs: 100% rayon that's guaranteed to wear for two years. Color: herringbone tweed in oatmeal tan - beige wolf fur collar. Misses' sizes: 12 14 16 18 20. Shpg wt: 4 lbs 12 oz. ♦ 17 ND 6324 State size \$26.98





*Charmode*  
COATS

## Dressy black Coats with velveteen trim

Smooth luxurious coat fabrics, sizes for misses and juniors  
Two qualities of lining; each guaranteed to wear two years

In our good  
needle-knot

**\$12.98**  
each style

Our best  
coating

**\$19.98**  
each style

### Ⓐ Raglan shoulder Boxy Coat

Color	Misses' sizes	4
State size	w	5
Needle-knot coating		
"		
• 17 ND 6335	\$ 2.98	
Our best dressy lining	w	
• 7 ND 6336	\$ 9.98	

### Ⓑ Youthful many gore Reefer

Color	Misses' sizes	4
State size	w	5
Needle-knot coating		
"		
• 7 ND 6337	\$12.98	
Our best dressy lining	w	
• 7 ND 6338	\$19.98	

### Ⓒ Popular 12-button Reefer

Color	Misses' sizes	4
State size	w	5
Needle-knot coating		
"		
• 7 ND 6339	Misses' sizes	\$ 2.98
• 17 ND 6340	Juniors' sizes	\$ 2.98
Our best coating	w	
• 7 ND 644	Misses' sizes	\$19.98
• 7 ND 6342	Juniors' sizes	\$19.98





## Special styles for shorter women

If you are 5 feet 3 inches or under, here are your coats:

Order size	16½	18½	20½	22½	24½	26½
If your bust measures:	37 in.	39 in.	41 in.	43 in.	45 in.	47 in.
If your waist measures:	30 in.	32 in.	34 in.	36 in.	38 in.	40 in.
If your hips measure:	40 in.	42 in.	44 in.	46 in.	48 in.	50 in.
Length of each coat is about 42½ inches.						

\$12.98

### Five-button Reefer

Youthful coat with lines that make you look taller; 3 pockets. Tweed. 21% new wool, 37% reprocessed wool, 36% rayon, 6% cotton. Interlined. Lined. Earl-Glo rayon guaranteed to wear 2 years. Colors: color-flecked herringbone in black-and-white or brown-and-white. Shorter woman's sizes: 16½, 18½, 20½, 22½, 24½, 26½. Statesize, color Shpg. wt., 5 lbs. \$17 ND 6372 ... \$12.98



### For trimmed princess

Stand-up collar of brown hair- dyed cavy fur in bow-effect. Convertible neck. Side closing, with button and tie, gored back. Dressy fabric is 42% reused wool, 41% cotton, 17% rayon. Well interlined. Lined with better quality deluxe Earl-Glo rayon. Color: Black. Shorter woman's sizes: 16½, 18½, 20½, 22½, 24½, 26½. Statesize, Shpg. wt., 5 lbs. \$17 ND 6373 ... \$18.50

How to order: Coats marked \$ on these 2 pages, shipped from Kansas City or New York whichever is nearer you. Order pay postage, from nearest Sears mail-order house.

## Fashions for a Gracious Lady

Well cut coats; longer lengths  
For mature figures and tastes

\$18.50

### Dressy Boxy

Raglan-type shoulders, belt, fulness, panel back make this coat becoming. Boucle-type fabric; 25% new wool, 21% reprocessed wool, 29% cotton, 25% rayon. Interlined. Lined in Skinner's rayon satin guaranteed to wear 2 years. Color: Black. Women's sizes: 34, 36, 38, 40, 42, 44, 46. Average length, 45 in. Statesize, Shpg. wt., 5 lbs. \$17 ND 6371 \$18.50



\$12.98

### Fitted casual

Has convertible collar. Tweed, 21% new wool, 37% reprocessed wool, 36% rayon, 6% cotton. Interlined. Lined in Earl-Glo rayon twill guaranteed to wear 2 years. Colors: color-flecked herringbone in black-and-white or brown-and-white. Women's sizes: 34, 36, 38, 40, 42, 44, 46. Average length, 45 inches. Statesize, color, Shpg. wt., 4 lbs. 4 oz. \$17 ND 6370 \$12.98





## Handsome warm Coats for women . . and shorter women

**\$14.98**

Skilfully styled, beautifully cut  
To make you seem slimmer and taller

Women's Coats, about 43 inches long.  
Shorter women's, about 41½ in. long.

Order woman's sizes: 34 36 38 40 42 44 46  
If your bust measures: 36 in. 38 in. 40 in. 42 in. 44 in. 46 in. 48 in.  
If your waist measures: 29 in. 31 in. 33 in. 35 in. 37 in. 39 in. 41 in.  
If your hips measure: 38½ 40½ 42½ 44½ 46½ 48½ 50½

### Two-button Reefer; self-belt

Youthful neckline can be buttoned up or opened—stitched collar looks well up or down. Slot pockets, gored back panel front make you look slimmer taller. Herringbone tweed: 21% new wool, 17% reprocessed wool, 36% rayon, 6% cotton. Interlined. Lined. Full Earl Glo rayon twill guaranteed to wear 2 years. Colors: Color-blocked herringbone in black and white or in brown and white. Stole size, color. Shpg. wt.: 5 lbs.



Neck  
Closed

♦17 ND 6374—Women's sizes: 34, 36, 38, 40, 42, 44, 46. (Scale above.) \$14.98  
♦17 ND 6375 Short sizes: 16½, 18½, 20½, 22½, 24½, 26½ \$14.98

### Youthful dressy Reefer

Curved gores in front and back and soft fullness releases from front shoulder yoke make this reefer especially becoming to womanly figures. Convertible collar, 2 pockets. Smooth fabric is 70% new wool, 21% reprocessed wool, 17% rayon, 40% cotton. Interlined. Lined, de luxe Earl Glo rayon guaranteed to wear 2 years.

Color: Black only. Stole size. Shipping weight, each, 4 pounds 6 ounces.

♦17 ND 6376—Women's sizes: 34, 36, 38, 40, 42, 44, 46. (Scale above.)

♦17 ND 6377 Short sizes: 16½, 18½, 20½, 22½, 24½, 26½. \$14.98



Neck  
Closed

### Popular boxy Coat

Smart slenderizing coat for a woman's figure. Graceful sleeves are all tucked, from raglan shoulders to wrists. Notched collar is convertible. Panel front and back, 2 pockets. Dressy needle-knot coating: 20% new wool, 21% reprocessed wool, 19% rayon, 40% cotton. Interlined. Lined in de luxe Earl Glo rayon guaranteed to wear 2 years. Color: Black only. Stole size. Shpg. wt., 5 lbs.

♦17 ND 6378—Women's sizes: 34, 36, 38, 40, 42, 44, 46. (Scale above.)

♦17 ND 6379 Short sizes: 16½, 18½, 20½, 22½, 24½, 26½. \$14.98



### How to order—customer service information

Check your size... see measurements for Women's Sizes in size scale above, measurements for Shorter Women in size scale on page 21. For explanation of wool terms, see page 1029.

Coats marked ♦ on these 2 pages shipped from Kansas City or New York, whichever is nearer you. Order, pay postage, from nearest mail-order house. For Sears Easy Payment Plan, see inside back cover.



## New styles, warmly interlined for women and stouts

**Charmade and Kerrybrooke fashions that slenderize.**  
Bring beauty, comfort, good fit to womanly figures.  
Lengths, average 43 in. for women; 44½ in. for stouts.

Order Stout Sizes:    43    45    47    49    51    53

If your bust measures 45 in., 47 in., 49 in., 51 in., 53 in., 55 in.

If your waist measures 40 in., 42 in., 44 in., 46 in., 48 in., 50 in.

If your hips measure 49 in., 51 in., 53 in., 55 in., 57 in., 59 in.

### Fur-effect fabric

This curly black Persian fur effect fabric coat has a simple body silhouette, and slot pockets. Fabric content: 18% new wool, 48% rayon, 34% cotton. Warm interlining (80% reused wool, 20% cotton) is quilted to Rayon satin lining guaranteed to wear 2 years. Convertible neck has clasp and tails of brown-dyed fitch fur. Color black. Stolt size. Shpg. wt. 6 lbs.  
 ♦ 17 ND 6386 - Women's Sizes: 34, 36, 38, 40, 42, 44   \$17.98  
 ♦ 17 ND 6387 - Stout sizes: 43, 45, 47, 49, 51, 53   \$17.98



Neck closed

### Dressy, gored Reefer

A slenderizing style for full figures; it is well goaded front and back. Pockets are set into the seams. Stitched collar stands warmly against your neck in back, and can be worn open or closed. Dressy coating: 67½% reused wool, 22½% rayon, 10% cotton. Interlined Earl-Glo rayon lining guaranteed to wear 2 years. Colors: black or teal blue. Stolt size, color. Shpg. wt. 5 lbs.  
 ♦ 17 ND 6388 - Women's sizes: 34, 36, 38, 40, 42, 44   \$12.98  
 ♦ 17 ND 6389 - Stout sizes: 43, 45, 47, 49, 51, 53   \$12.98

Neck closed

### Most popular collar style; 2 qualities

Fine Tweed    \$14.98      Our best Tweed    \$19.98

Panel tucks back and front . . . and full length of the raglan sleeves, bring style and slenderness to this boxy coat. Rounded collar is comfortably narrow in back. Concealed button at waist. 2 pockets. Two qualities: all linings guaranteed to wear 2 years. Colors: color-flecked herringbone in black-and-white or brown-and-beige. Stolt size, color. Shpg. wt. 5 lbs.  
 Fine herringbone tweed, 21% new wool, 37% reprocessed wool, 36% rayon, 6% cotton. Earl-Glo rayon twill lining.  
 ♦ 17 ND 6390 - Women's Sizes: 34, 36, 38, 40, 42, 44   \$14.98  
 ♦ 17 ND 6391 - Stout Sizes: 43, 45, 47, 49, 51, 53   \$14.98  
 Our best herringbone tweed, 45% new wool, 39% reprocessed wool, 33% rayon, 14% cotton. Deluxe Earl-Glo rayon lining.  
 ♦ 17 ND 6392 - Women's Sizes: 34, 36, 38, 40, 42, 44   \$19.98  
 ♦ 17 ND 6393 - Stout Sizes: 43, 45, 47, 49, 51, 53   \$19.98

Check your size; see Stout Women's Size Scale where; Women's Size Scale opposite page.

PAGE 21B . . . . . CDATS

# Trimline COATS

Slenderizing styles  
That bring three-way value  
To you who are sizes 39-53

## • They fit you correctly:

Larger across the shoulders, around the bust. Roomy through upper arm and around the waist.

Armsholes fit without binding. Sleeves come well up on shoulders, never sag or droop down. Generously cut to fit smoothly around hips.

## • They flatter your figure:

Trimline coats are cut with panel backs, or well gored. Their vertical lines slenderize.

Collars are narrowed in back and tapered in front . . . to slenderize full face and throat.

Only slot pockets are used. Their up-and-down lines lengthen your figure; make you taller.

Smooth fabrics, neutral colors especially selected to make full figures slimmer, lovelier.

## • They wear well:

Fabrics are firmly woven. Linings all guaranteed to wear two years. Styles are tried-and-true classics; stay in fashion for years.

### Our best quality Trimline coat

**\$22.00** Warm dressy coat;  
Ruffled fur collar



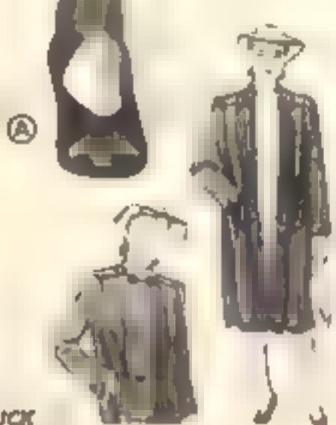
① Semi-fitted panel-back coat brings height and slenderess to the large figure. Lovely long-haired fur collar of fox or dyed vicuna frames your face prettily warmly. Dressy needle-knot coating. 26½% new wool, 12½% rayon, 61% cotton. Interlining Earl Glo rayon lining guaranteed to wear two years. Colors: black only. Stout women's sizes: 39, 41, 43, 45, 47, 49, 51, 53. State size: #17 ND 6381. Shpg. wt. 5 lbs. \$22.00

#### How to order

Check your size see measurements, page 970.  
For explanation of wool terms see page 1029.  
Sears easy terms available see inside back cover.

#### Customer service

Coats on these 2 pages, marked ♦ shipped from New York or Kansas City whichever nearer. Order by postaga, from nearest Sears mail order house.



**\$18.50** Dressy boxy coat;  
stand-up collar

② Stand-up collar, can be buttoned back or over at waist. A true classic of new, slender, shoulder-scarf panel back coat. Dressy coating. The new wool fully re-inforced with 4 oz. extra 100% rayon. Interlining: new with 50% new rayon, 50% viscose. Wear two years. Colors: black, slate. Stout women's sizes: 39, 41, 43, 45, 47, 49, 51, 53. State size: #17 ND 6380. Shpg. wt. 4 lbs. \$18.50



#### Trimline coat in two qualities

**\$14.98** Good  
tweed      Best  
tweed **\$19.98**

Well-gored reefer fitted just enough to flatter your figure and give you comfortable warmth. New rounded convertible collar. In two qualities of tweed and lining; all linings guaranteed to wear 2 years. Colors: color-flecked herringbone in black and white or brown and beige. Stout woman's sizes: 39, 41, 43, 45, 47, 49, 51, 53. State size, color.

Good tweed: 21% new wool, 37% reprocessed wool, 36% rayon, 6% cotton. All interlined. Lined with Earl-Glo rayon twill.  
♦ 17 ND 6383—Shipping wt., 5 lbs. \$14.98

Our best tweed, 45% new wool, 40% reprocessed wool, 33% rayon, 14% cotton. All interlined. Lined with deluxe Earl-Glo rayon.  
♦ 17 ND 6384—Shipping wt., 5 lbs. \$19.98

#### Boxy coat; built-up neckline

**\$12.98** In Trimline  
sizes 39-53

Prettiest and most comfortable coat a full figure can wear in the boxy style. This dressy Trimline version has warm built up neck that opens into graceful V-line. The modified raglan shoulders look new and slip on easily. Beautifully stitched panel tucks in front and back give you slenderness and height. Wide sleeves, slot pockets. Fine smooth dressy coating is 67½% warm reused wool, 22½% rayon, 10% cotton. Interlined. Lined with Earl-Glo rayon twill that is guaranteed to wear two years.

Colors: black or teal blue. Stout woman's sizes 39, 41, 43, 45, 47, 49, 51, 53. State size and color. Shpg. wt., 5 lbs.

♦ 17 ND 6382 . . . . . \$12.98

#### Dress Coat in Trimline sizes

**\$19.50** Durable fabric  
sizes 39 to 53

Stitched, stand-up collar of this coat looks lovely worn open . . . or buttoned up warmly on cold days. The single-breasted closing and well-cut gores fit the full figure comfortably . . . and slenderize bust, waist and hips. Slot pockets are roomy. The rich smooth dressy fabric is needle knot coating, 37% new wool, 23% rayon, 40% cotton. All interlined. Lined with famous Skinner's rayon satin that is guaranteed to wear two years.

Color: black. Stout woman's sizes: 39, 41, 43, 45, 47, 49, 51, 53. State size.

♦ 17 ND 6385—Shpg. wt., 5 lbs. \$19.50



Best Greatcoat; others have some straight lines, modified shoulders, built-up convertible neck, and fronts that hook warmly without bulky overlap.

**\$74.50**

Includes 10% Fed. Tax

Black Skunk-dyed  
Opossum Fur Coat

**\$129.00**

Includes 10% Fed. Tax

Fine Black-dyed  
Skunk-stripe Fur

**\$229.00**

Includes 10% Fed. Tax

Our finest Greatcoat  
in Black Tipped Skunk

Popular greatcoat a style described above. Fur of the full length sleeves goes in unbroken line from shoulder to wrist. Glossy long-haired fur is our finest Skunk-dyed American Opossum - intermittently mounted on tapes for grace and softness. Whole coat is luxuriously lined and beautyfully made by expert fur craftsmen as described in the panel of values above at the right.

Color black. Misses sizes also fit Juniors) 12, 14, 16, 18, 20. Length about 40 inches. Stole size. Shpg. wt. 5 lbs.

♦17 CD 5286 \$74.50



Our better quality greatcoat in style described above. Fur goes around the full length sleeves in youthful new way. Shining long-haired fur, splendorous quality Black-dyed Skunk skins, exceptionally warm and very sturdy. Skins are intermittently mounted on tapes for gracefulness. Whole coat is richly lined and hand sewn made as described in the panel at right above.

Color black. Misses sizes (also fit Juniors) 12, 14, 16, 18, 20. Length about 40 in. Stole size. Shpg. wt. 5 lbs. 8 oz.

♦17 CD 5288 \$129.00



Our best greatcoat - a Tipped Skunk shown above; finest of all. Each skin has been hand picked by a master craftsman of furs. Chosen for glossy beauty long-haired perfection, superb warmth and wear. The fine pelts are worked to form new L-shaped design down and around all length sleeves. Skins are mounted on tapes, and coats luxuriously lined and made as described in panel above. Color black. Misses sizes (also fit Jrs.) 12, 14, 16, 18, 20. Length about 40 in. Stole size. Shpg. wt. 5 lbs. 8 oz.

♦17 CD 5290 \$229.00

## FUR GREATCOAT

### Young . . Durable . . New

The warmest Fur Coat fashion..

Slips easily over a heavy suit

Comes in 3 furs and 3 qualities

Sizes to fit misses and juniors

#### Satisfaction guaranteed

... or your money back. For 31 years women have trusted Sears word of honor. Our reputation has sold more than half a million fur coats - won us more than half a million friends. And today, more than ever, you need the protection of this reputation in buying furs.

#### Extra warmth and wear in these Fur Coats

- Fur all guaranteed against defects for one year
- Deluxe rayon linings guaranteed to wear two years
- Windshields inside sleeves, keep your wrists warm
- Good interlining throughout, adds warmth and comfort
- Two outside pockets are smart, convenient and warm
- Fur mounted on rayon grosgrain tapes, intermittently throughout coat to eliminate bulk and odd grace
- Fuching around neck and sleeves prolongs life of fur
- Armshields add daintiness and prolong life of lining



#### Trimline coat in two qualities

**\$14.98** Good tweed      Best tweed **\$19.98**

Well-gored reefer fitted just enough to flatter your figure and give you comfortable warmth. New rounded convertible collar. In two qualities of tweed and lining; all linings guaranteed to wear 2 years. Colors: color-flecked herringbone in black and white or houndstooth and beige. Stout women's sizes: 39, 41, 43, 45, 47, 49, 51, 53. State size, color.

Good tweed: 21% new wool, 37% reprocessed wool, 36% rayon, 6% cotton. All interlined. Lined with Earl-Glo rayon twill.  
♦ 17 ND 6383 Shpg wt. 5 lbs \$14.98

Our best tweed: 45% new wool, 8% reprocessed wool, 33% rayon, 14% cotton. All interlined. Lined with delicate Earl-Glo rayon.

♦ 17 ND 6384 Shpg wt. 5 lbs \$19.98

#### Boxy coat; built-up neckline

**\$12.98** In Trimline sizes 39-53

Prettiest and most comfortable coat a full figure can wear, is the boxy style. This dressy Trimline version has warm built-up neck that opens into graceful V-line. The modified raglan shoulders look new and slip on easily. Beautifully stitched panel tucks in front and back give you slenderness and height. Wide sleeves, slot pockets. Fine smooth dressy coating is 67½% warm re-used wool, 22½% rayon, 10% cotton. Interlined. Lined with Earl-Glo rayon twill that is guaranteed to wear two years.

Colors: black or teal blue. Stout women's sizes: 39, 41, 43, 45, 47, 49, 51, 53. State size and color. Shpg wt. 5 lbs.

♦ 17 ND 6382 . . . . . \$12.98

#### Dress Coat in Trimline sizes

**\$19.50** Durable fabric sizes 39 to 53

Stitched, stand-up collar of this coat looks lovely worn open — or buttoned up warmly on cold days. The single-breasted closing and well-cut gores fit the full figure comfortably . . . and slenderize bust, waist and hips. Slot pockets are roomy. The rich smooth dressy fabric is needle-knot mohair; 37% new wool, 23% rayon, 40% cotton. All interlined. Lined with famous Skinner's rayon satin that is guaranteed to wear two years.

Color: black. Stout women's sizes: 39, 41, 43, 45, 47, 49, 51, 53. State size.

♦ 17 ND 6385 Shpg wt. 5 lbs \$19.50



# MUSKRAT

## The Most Popular Fur

In such great demand this season  
that we offer three fine coats . . .  
Choice of colors and qualities

Sizes to fit misses, juniors, women

These Charmode Coats are expertly made  
to give extra warmth, wear, value:

- Fur in all these coats is guaranteed against defects for one entire year
- Linings of rich brocaded rayon crepe-back satin are guaranteed to wear for 2 years
- Protective ruching prolongs the life of these furs at important points of wear
- Coats button well; have inside-lie-and-loop; small button at convertible neck
- Interlined well, to add extra warmth and to prolong the life of your precious fur
- Windshields in sleeves; help shut out cold  
Two outside pockets are roomy and deep

### How to order Information

Furs marked \$ on these 2 pages shipped from New York. Order, pay postage only from nearest Sears Mail Order House. For Easy Terms see Inside Back Cover. Check your size, see measurements Pg. 1030.



**\$129<sup>00</sup>**

Nature Muskrat  
in ivory beige

Includes 10% Fed. Tax

For smooth sturdy Muskrat skins in their hair and every sense of the hair is especially strong and becoming. The coat square style is suitable for Misses sizes 12-20, Juniors sizes 14-20, and many elegant come close straight hemmed models. Misses' size 14-20 sleeveless. The new style is high and warm in every respect. The fur goes back along the lining of coat and all round the waist. It is described in the panel above.

Color: Natural Ivory beige. Misses sizes 12-20 Juniors 14-20. Length about 40". Weight approx. 4 lbs. \$ 129.00

◆ 7 CD 5285 State size \$ 29.00

**\$175<sup>00</sup>**

Sable-blended Muskrat  
Fur Coat, two qualities

Includes 10% Fed. Tax

Southern Muskrat - a smooth handsome fur the glossiest skin part - hair skin is the back - and only the backs are used for this fine coat. The fur has been sable-blended in the brown tones of the sable hairs that resemble sable. Then small hairs, known as "fuzzies" are added. Many skins are used to make about Color: Brown. State size.

◆ 7 CD 52BD Misses sizes 12-20 Juniors 14-20 Length about 40". Weight approx. 4 lbs. \$ 175.00

◆ 7 CD 528 Women's sizes 11-12 14-16 18-20 Length about 40". Weight approx. 4 lbs. \$ 192.50

**\$245<sup>00</sup>**

Includes 10% Fed. Tax

Northern Muskrat is breast of all and the hairiest part of each skin is the back. Only the backs are used for this magnificent coat. They are thickly furred, luxuriant and sturdy. The fur is blended in rich brown tones and shadowy-stripes that remind you of rare sable. The style shows a long feature is classic perfection. Has straight shoulders and sleeves. Convertible neckline is very long. Fur is oatmeal lined as specified in panel at left above. Color: Brown. Misses sizes 12-20 Juniors 14-20 Length about 40". State size.

◆ 7 CD 5284 Long w/ Oatmeal \$ 245.00

All prices on this page include the 10% federal excise tax on fur coats

PAGE 21F . . . COATS



*Charmode*  
FUR FASHIONS

## Our finest quality black Fur Coats

Dressy furs with lovely high luster, soft lines and great warmth  
Beautifully made, richly lined. Sizes fit misses, juniors, women.

**\$288<sup>00</sup>** Inclu~~ded~~  
10% Fed. Tax

**Supreme luxury; Persian Lamb fur Dyed by famous Hollander process**

Persian Lamb fur is admired by all for its glossy black tightly-curled beauty, great warmth, enduring wear. This boxy coat in Persian Lamb has 4-in. facing of fur inside the wide sleeves. They can be turned down warmly or turned back in bracelet-length cuffs. Coat has windshields, armshields, 2 pockets. Closes with big buttons, inclu~~ded~~ tie-and-loop, small button at convertible neck. Interlined. Lined with rayon crepe-back satin guaranteed to wear 2 years. Colors: black. Misses' sizes (also fit Jrs.) 12, 14, 16, 18, 20. Lgth., abt. 41 in. Women's sizes: 40, 42, 44. Lgth., abt. 43 in. State size.

♦ 17 CD 5298—Shpg. wt., 7 lbs. .... \$288.00

**\$119<sup>00</sup>** Inclu~~ded~~  
10% Fed. Tax

**Our best black Seal-dyed Coney, or brown Beaver-dyed Coney fur coat**

Seas' finest Coney fur dyed to resemble Seal or Beaver. Coat has boxy lines, new 4-inch facing of fur inside sleeves. Wear them down . . . or turned back in bracelet-length cuffs. Coat front faced deeply with fur. Big buttons, inclu~~ded~~ tie-and-loop, and button at convertible neck, pockets. Extra value in armshields, windshields, piping, and stay-cloth reinforcement. Interlined. Lined with embroidered rayon crepe-back satin guaranteed to wear 2 years. Colors: black or brown. Misses' sizes (also fit Jrs.) 12, 14, 16, 18, 20. Lgth., abt. 41 in. Women's sizes: 40, 42, 44. Lgth., abt. 43 in. State size, color ♦ 17 CD 5300—Shpg. wt., 6 lbs. 8 oz. .... \$119.00

**\$129<sup>00</sup>** Inclu~~ded~~  
10% Fed. Tax

**Black Persian Lamb Paw fur Glossy and dressy black coat**

This shining black Persian Lamb Paw is a fur coat designed for dressy occasions. It deserves, and repays good care. Has simple boxy lines styled to stay in fashion for years; wide sleeves; pockets. Wide overlap closes with button at waistline; button at convertible collar. Entire coat is reinforced to prevent rips. Has armshields, windshields, and protective ruching at points of wear. Interlined . . . lined with brocaded rayon satin guaranteed to wear 2 years. Colors: black. Misses' sizes (also fit Jrs.) 12, 14, 16, 18, 20. Lgth., abt. 41 in. Women's sizes: 40, 42, 44. Length about 43 in. State size. ♦ 17 CD 5298—Shpg. wt., 6 lbs. 8 oz. .... \$129.00

Our Greatest Values in  
**Coney Fur Coats**  
**Dyed to Resemble**  
**Seal or Beaver**

**\$72.50 \$79.50**

To fit Misses, Juniors Women's sizes 40-48

All prices include the 10% federal tax

Check these extra-value features:

- Skins hand picked for beauty and wear  
Guaranteed against defects for a year
- Cross seams are all carefully sewn to  
match perfectly and help prevent rips
- Heavy stay-cloth, between fur and lining  
gives coat extra warmth, extra wear
- Lining of Skinner's rayon crepe-back  
satin is guaranteed to wear two years
- Ruching at points of wear protects fur;  
prolongs its life; adds value to coat
- Armshields and shoulder yoke of lining  
material add wear and daintiness
- Interlinings add comfortable warmth  
Windshields in sleeves shut out wind

**In Rich Black or Glossy Brown**

This simple style and smooth glistening fur are preferred to all others by well dressed women of every age. This classic coat is so important that we have given it our greatest attention. Cut to fit superbly in many sizes. Styled to stay in fashion many seasons. Made it with choice Coney skins and fine workmanship—as described in panel above. Straight boxy silhouette hangs from new modified shoulders. Coat closes with wide overlap fastens with big button instead of a loop, and small button at convertible collar. Windproof. Roomy pockets. Colors: black (Seal-dyed Coney) or brown (Beaver-dyed Coney).  
• 17 CD 5278—Misses' sizes (also fit Jrs.) 12, 14, 16, 18, 20  
Lgth. abt. 41 in. State size, color. Shpg. wt., 6 lbs. .... \$72.50  
• 17 CD 5279—Women's sizes: 40, 42, 44, 46, 48. Lgth. abt.  
43 in. State size, color. Shpg. wt., 7 lbs. .... \$79.50

How to order: satisfaction guaranteed or money back.

Furs marked **♦** on these two pages shipped from New York. Order, pay postage from nearest Seaboard mail order house. Check your size see measurements on page 030 for Easy Terms see inside back cover.



**Year after year**  
**America's favorite fur**

## **Sable-dyed Coney Smooth rich Brown**

**So popular and so becoming  
We offer 2 lengths, 10 sizes  
For misses, juniors, women**

#### Satisfactions measured

...or your money back. For 31 years women have trusted Sears word-of-honor. Our reputation has sold more than half-a-million fur coats . . . and won us more than half a million friends. Today, more than ever, you need the protection of this reputation in buying a fur coat.

**Extra value . . . extra warmth, extra wear in all Coats on these 2 pages**

- All fur in these three coats is guaranteed against defects for one year
  - Fur is well protected against rips by a sturdy stay-cloth reinforcement
  - Linings guaranteed to wear 2 years  
Coats all interlined for extra warmth
  - Armshields add extra wear to lining.  
Windshields keep your wrists warm
  - Outside pockets on all these fur coats add style, comfort and convenience
  - Full length coats have button at neck, down front, and inside belt-loop
  - The 32-inch coat has button at neck and a big button at the waistline

Form marked 6 on these 2 pages shipped from New York Order pay postage only from nearest Sears mail order house. Check your size, see page 1030 for Sears Easy Payment Plan, see inside back cover of this book.

*Chamode*  
PARIS PARIS

All prices on this page include the  
10% federal excise tax on firearms.



**\$7250**

**Prices include  
10% Fed. Tax**

**\$79.50**  
Women's

**Our best quality Sable-dyed Coney Fur Coat**

Superb quality Sable-dyed Coney fur . . magnificently made. Skins are selected by hand and only the choice glossy backs are used. All skins are then sewn by fine zig-zag stitching to insure perfect match and prevent rips. Coat is further strengthened by sixy-cloth protection throughout. The classic body style will stay in style for many seasons. Has modified shoulders, wide sleeves. Luxurious collar fastens warmly or rolls open in pretty V line. Entire fur coat is handsomely made as described in panel of values at left. Warmly interlined . . and luxuriously lined with smooth Skinner's rayon crepe-back satin. Color: brown.

\* 17 CD 5302: Minnow sizes (also fit Juniors): 12, 14, 16, 18, 20. Length, about 41 in. State size. Sng. wt. 5 lbs. 12 oz. \$72.50

♦ 17 CD 5304—Woman's sizes, 40, 42, 44, 46, 48. Length, about 43 inches. State size. Shpg. wt., 6 lbs. 8 oz. \$79.50



**\$49.50**  
Misses

Prices include  
10% Fed. Tax

**Our fine quality Sable-dyed Coney Fur Coat**

This dark brown sable-dyed Coney Fur Coat is a superb example of the finest fur. It is made of the softest, most delicate fur available. The coat is lined with a rich, dark sable fur. The collar is wide and full. The coat is a Misses size 40. It is made of the finest materials and is a true masterpiece of craftsmanship. It is a must for any woman who wants to look her best. It is a great investment and will last for many years to come.

• 17 CD 5275—Misses sizes 36, 38, 40, 42, 44, 46, 48, 50, 52, 54, 56, 58, 60, 62, 64, 66, 68, 70, 72, 74, 76, 78, 80, 82, 84, 86, 88, 90, 92, 94, 96, 98, 100, 102, 104, 106, 108, 110, 112, 114, 116, 118, 120, 122, 124, 126, 128, 130, 132, 134, 136, 138, 140, 142, 144, 146, 148, 150, 152, 154, 156, 158, 160, 162, 164, 166, 168, 170, 172, 174, 176, 178, 180, 182, 184, 186, 188, 190, 192, 194, 196, 198, 200, 202, 204, 206, 208, 210, 212, 214, 216, 218, 220, 222, 224, 226, 228, 230, 232, 234, 236, 238, 240, 242, 244, 246, 248, 250, 252, 254, 256, 258, 260, 262, 264, 266, 268, 270, 272, 274, 276, 278, 280, 282, 284, 286, 288, 290, 292, 294, 296, 298, 300, 302, 304, 306, 308, 310, 312, 314, 316, 318, 320, 322, 324, 326, 328, 330, 332, 334, 336, 338, 340, 342, 344, 346, 348, 350, 352, 354, 356, 358, 360, 362, 364, 366, 368, 370, 372, 374, 376, 378, 380, 382, 384, 386, 388, 390, 392, 394, 396, 398, 400, 402, 404, 406, 408, 410, 412, 414, 416, 418, 420, 422, 424, 426, 428, 430, 432, 434, 436, 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1530, 1532, 1534, 1536, 1538, 1540, 1542, 1544, 1546, 1548, 1550, 1552, 1554, 1556, 1558, 1560, 1562, 1564, 1566, 1568, 1570, 1572, 1574, 1576, 1578, 1580, 1582, 1584, 1586, 1588, 1590, 1592, 1594, 1596, 1598, 1600, 1602, 1604, 1606, 1608, 1610, 1612, 1614, 1616, 1618, 1620, 1622, 1624, 1626, 1628, 1630, 1632, 1634, 1636, 1638, 1640, 1642, 1644, 1646, 1648, 1650, 1652, 1654, 1656, 1658, 1660, 1662, 1664, 1666, 1668, 1670, 1672, 1674, 1676, 1678, 1680, 1682, 1684, 1686, 1688, 1690, 1692, 1694, 1696, 1698, 1700, 1702, 1704, 1706, 1708, 1710, 1712, 1714, 1716, 1718, 1720, 1722, 1724, 1726, 1728, 1730, 1732, 1734, 1736, 1738, 1740, 1742, 1744, 1746, 1748, 1750, 1752, 1754, 1756, 1758, 1760, 1762, 1764, 1766, 1768, 1770, 1772, 1774, 1776, 1778, 1780, 1782, 1784, 1786, 1788, 1790, 1792, 1794, 1796, 1798, 1800, 1802, 1804, 1806, 1808, 1810, 1812, 1814, 1816, 1818, 1820, 1822, 1824, 1826, 1828, 1830, 1832, 1834, 1836, 1838, 1840, 1842, 1844, 1846, 1848, 1850, 1852, 1854, 1856, 1858, 1860, 1862, 1864, 1866, 1868, 1870, 1872, 1874, 1876, 1878, 1880, 1882, 1884, 1886, 1888, 1890, 1892, 1894, 1896, 1898, 1900, 1902, 1904, 1906, 1908, 1910, 1912, 1914, 1916, 1918, 1920, 1922, 1924, 1926, 1928, 1930, 1932, 1934, 1936, 1938, 1940, 1942, 1944, 1946, 1948, 1950, 1952, 1954, 1956, 1958, 1960, 1962, 1964, 1966, 1968, 1970, 1972, 1974, 1976, 1978, 1980, 1982, 1984, 1986, 1988, 1990, 1992, 1994, 1996, 1998, 2000, 2002, 2004, 2006, 2008, 2010, 2012, 2014, 2016, 2018, 2020, 2022, 2024, 2026, 2028, 2030, 2032, 2034, 2036, 2038, 2040, 2042, 2044, 2046, 2048, 2050, 2052, 2054, 2056, 2058, 2060, 2062, 2064, 2066, 2068, 2070, 2072, 2074, 2076, 2078, 2080, 2082, 2084, 2086, 2088, 2090, 2092, 2094, 2096, 2098, 2100, 2102, 2104, 2106, 2108, 2110, 2112, 2114, 2116, 2118, 2120, 2122, 2124, 2126, 2128, 2130, 2132, 2134, 2136, 2138, 2140, 2142, 2144, 2146, 2148, 2150, 2152, 2154, 2156, 2158, 2160, 2162, 2164, 2166, 2168, 2170, 2172, 2174, 2176, 2178, 2180, 2182, 2184, 2186, 2188, 2190, 2192, 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2526, 2528, 2530, 2532, 2534, 2536, 2538, 2540, 2542, 2544, 2546, 2548, 2550, 2552, 2554, 2556, 2558, 2560, 2562, 2564, 2566, 2568, 2570, 2572, 2574, 2576, 2578, 2580, 2582, 2584, 2586, 2588, 2590, 2592, 2594, 2596, 2598, 2600, 2602, 2604, 2606, 2608, 2610, 2612, 2614, 2616, 2618, 2620, 2622, 2624, 2626, 2628, 2630, 2632, 2634, 2636, 2638, 2640, 2642, 2644, 2646, 2648, 2650, 2652, 2654, 2656, 2658, 2660, 2662, 2664, 2666, 2668, 2670, 2672, 2674, 2676, 2678, 2680, 2682, 2684, 2686, 2688, 2690, 2692, 2694, 2696, 2698, 2700, 2702, 2704, 2706, 2708, 2710, 2712, 2714, 2716, 2718, 2720, 2722, 2724, 2726, 2728, 2730, 2732, 2734, 2736, 2738, 2740, 2742, 2744, 2746, 2748, 2750, 2752, 2754, 2756, 2758, 2760, 2762, 2764, 2766, 2768, 2770, 2772, 2774, 2776, 2778, 2780, 2782, 2784, 2786, 2788, 2790, 2792, 2794, 2796, 2798, 2800, 2802, 2804, 2806, 2808, 2810, 2812, 2814, 2816, 2818, 2820, 2822, 2824, 2826, 2828, 2830, 2832, 2834, 2836, 2838, 2840, 2842, 2844, 2846, 2848, 2850, 2852, 2854, 2856, 2858, 2860, 2862, 2864, 2866, 2868, 2870, 2872, 2874, 2876, 2878, 2880, 2882, 2884, 2886, 2888, 2890, 2892, 2894, 2896, 2898, 2900, 2902, 2904, 2906, 2908, 2910, 2912, 2914, 2916, 2918, 2920, 2922, 2924, 2926, 2928, 2930, 2932, 2934, 2936, 2938, 2940, 2942, 2944, 2946, 2948, 2950, 2952, 2954, 2956, 2958, 2960, 2962, 2964, 2966, 2968, 2970, 2972, 2974, 2976, 2978, 2980, 2982, 2984, 2986, 2988, 2990, 2992, 2994, 2996, 2998, 3000, 3002, 3004, 3006, 3008, 3010, 3012, 3014, 3016, 3018, 3020, 3022, 3024, 3026, 3028, 3030, 3032, 3034, 3036, 3038, 3040, 3042, 3044, 3046, 3048, 3050, 3052, 3054, 3056, 3058, 3060, 3062, 3064, 3066, 3068, 3070, 3072, 3074, 3076, 3078, 3080, 3082, 3084, 3086, 3088, 3090, 3092, 3094, 3096, 3098, 3100, 3102, 3104, 3106, 3108, 3110, 3112, 3114, 3116, 3118, 3120, 3122, 3124, 3126, 3128, 3130, 3132, 3134, 3136, 3138, 3140, 3142, 3144, 3146, 3148, 3150, 3152, 3154, 3156, 3158, 3160, 3162, 3164, 3166, 3168, 3170, 3172, 3174, 3176, 3178, 3180, 3182, 3184, 3186, 3188, 3190, 3192, 3194, 3196, 3198, 3200, 3202, 3204, 3206, 3208, 3210, 3212, 3214, 3216, 3218, 3220, 3222, 3224, 3226, 3228, 3230, 3232, 3234, 3236, 3238, 3240, 3242, 3244, 3246, 3248, 3250, 3252, 3254, 3256, 3258, 3260, 3262, 3264, 3266, 3268, 3270, 3272, 3274, 3276, 3278, 3280, 3282, 3284, 3286, 3288, 3290, 3292, 3294, 3296, 3298, 3300, 3302, 3304, 3306, 3308, 3310, 3312, 3314, 3316, 3318, 3320, 3322, 3324, 3326, 3328, 3330, 3332, 3334, 3336, 3338, 334



**New lengths, new youthful fashions in Fine Furs**

**\$59.50** **\$37.50**  
Jacket Well      Lapel Collar  
Prices include 10% Fed. Tax

Früchte enthalten 10 %, Fruct. Tiere

**36-inch Coat; choice of Furs**

Long-haired greatcoat in new 36-inch length. Wide sleeves and deep armholes slip easily over heavy suits. Velveteen cording around cardigan neck. 2 pockets. Made and lined as in panel at right. Color: black. Misses sizes (also fit Juniors) 12, 14, 16, 18, 20. Length, 36 inches, all suits. State size.

**Block-dyed Jackal Wolf**  
 (Shown above.) Glossy durable skins are  
 mounted on tapes to eliminate bulk, add  
 grace. Shipping weight, 5 lbs. 6 oz.  
 ♦ 17 CD 5292 . . . . . \$59.50

• 17 CD 5292 \$37.50  
Black-dyed Raccoon Sides  
(At left), newly fashionable fur. Lightweight  
and sturdy. Shipping weight, 4 lbs. 8 oz.  
• 17 CD 5294 \$37.50

*Charmode*  
THE FASHION

**\$69<sup>50</sup>** Includes  
10% Fed. Tax

**Includes  
10% Fed. Tax**

### **32-inch Opossum; two colors**

Newest, youngest fur coat is the 32 inch American Opossum. Long enough to be warm, and short enough to be comfortable. Slips easily over coats or Winter dresses. Has straight lines, slender revers, two smart pockets. Fluffy skins are intermittently mounted on tapes to eliminate bulk . . . and manipulated to do away with all cross-seams in back of coat. Other value features are fine workmanship and lining, listed in panel at left. Colors: silver-beige (Natural, above), or black (Skunk-dyed Opossum, right). Misses' sizes (also fit Juniors) 12, 14, 16, 18, 20. Shipping weight, 4 pounds 8 ounces.

♦ 17 CD \$295—State size, color \$69.50

**Newest . . . prettiest  
all year 'round**

## Cardigan Jacket In Popular Furs

Smart 26-inch length  
In three sturdy furs;  
To fit misses, juniors

These features add extra value.

- Fur in each of these jackets guaranteed against defects for one year.
  - Linings of smooth rich rayon satin guaranteed to wear for two years.
  - Armshields add wear to linings. Windshields help shut out the cold.
  - Fronts of these jackets meet warmly and fasten smartly with three hooks.
  - Interlinings add extra warmth to all the jackets described on this page.
  - Ruchings protect fur against wear as specified in the descriptions below.

**Sears guarantee protects you**

...action guaranteed or you money back.  
Our promise protects you - it means what it says. You can rest easy when you buy from us.

**Start saving your money**

תְּמִימָנֶה בְּלֹא כַּעֲבֵדָה וְלֹא כַּעֲבֵדָה  
בְּלֹא כַּעֲבֵדָה וְלֹא כַּעֲבֵדָה וְלֹא כַּעֲבֵדָה  
בְּלֹא כַּעֲבֵדָה וְלֹא כַּעֲבֵדָה וְלֹא כַּעֲבֵדָה  
בְּלֹא כַּעֲבֵדָה וְלֹא כַּעֲבֵדָה וְלֹא כַּעֲבֵדָה



**Bell Cardigan Jacket;** others have some smart lines sleeves vary, see description below

**\$39.95** Includes  
10'  
Foil Pipe

## **Black Jackal Wolf**

Color: Mallet Size:  
State size:  
7 CD 13 A \$39.95



**\$49.50** Incl. dev.  
Fed Tax

#### Opossum; 2 calories

Colors	White	Black	Blue	Red	Yellow
Size	0-05	1	2	3	4
Price	\$17.00	\$33.50	\$49.50	\$50.00	\$50.00



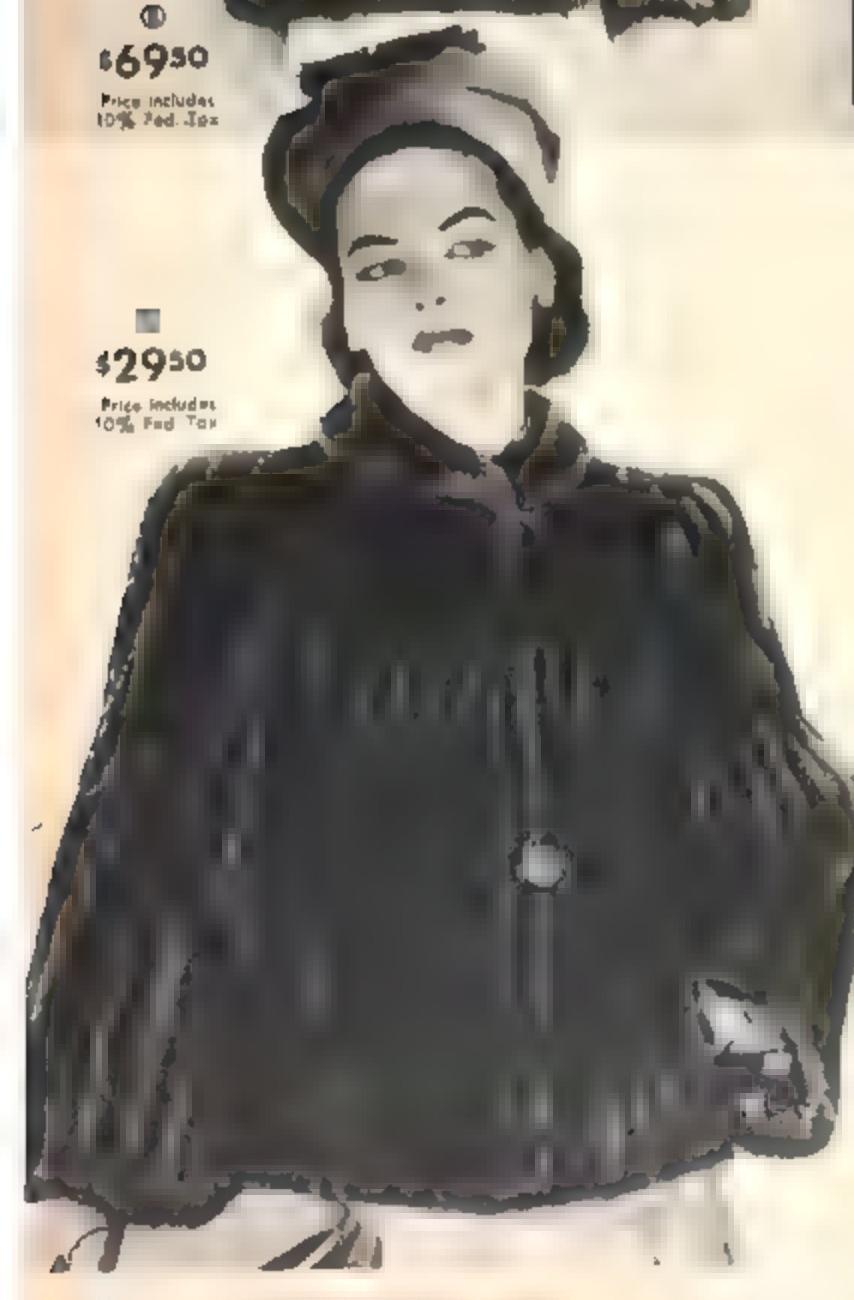
**\$69.50** Includes  
10  
Fed. Tax

## Dyed Skunk-Stripes



**\$6950**

Price includes  
10% Fed. Tax



**\$2950**

Price includes  
10% Fed. Tax



**\$4950**

Price includes  
10% Fed. Tax

## Glamorous Fur Jackets

Smart with everything; lovely with tailored suits;

All fur is guaranteed against defects for one year.

Protective ruching at neck and sleeves, Armshields,  
Windshields, interlining add value to every jacket

① Soft, flattering Blue Fox dyed Guanaco, 24 in. Jacket  
Spiral sleeves . . . semi-tuxedo front ends in two pockets

**\$4950**

Smart cardigan style. Fluffy skins are intermittently mounted on matching tapes to eliminate bulk and give fur soft drape. Three-book cloning. Lined with rayon crepe back satin guaranteed to wear two years. Color: smoky taupe (Blue Fox dyed Guanaco) Misses' sizes (also fit Juniors) 12, 14, 16, 18, 20. State size  
♦ 17 CD 5310—Shpg. wt. 3 lbs. 8 oz. Price includes 10% federal tax \$49.50

② Fine quality fluffy Australian Fox 26 inch Jacket  
in luxurious Silver-Dyed Fox or Natural Red Fox fur

**\$6950**

Made only of full skins. Lined with rayon crepe back satin guaranteed to wear two years. Inserted leather lining material. 100% silk at sleeves elbow hems back. Jacket fastens with J hooks. Colors: Silver-dyed Fox or Natural Red Fox fur. Misses' sizes (also fit Juniors) 12, 14, 16, 18, 20. State size and color  
♦ 17 CD 5308—Shpg. wt. 3 lbs. 8 oz. Price includes 10% federal tax \$69.50

③ Fine smooth brown Sab-dyed Coney 24 inch Jacket  
Extra-wide overlap, toll collar, full-cut sleeves

**\$2950**

Smart, styled with a notched collar. Fastens with button at neck and belt. Two pockets. Lined with rayon satin. Color: brown (Sab-dyed Coney fur). Misses' sizes (also fit Juniors) 12, 14, 16, 18, 20. Women's sizes: 40, 42, 44. State size  
♦ 17 CD 5312—Shpg. wt. 3 lbs. 12 oz. Price includes 10% federal tax \$29.50

How to order . . . Customer service information

Order and pay postage only from nearest Sears mail order house. Furs are shipped from New York, suits from New York or Kansas City whichever is nearer you. Check your size see measurements, page 1030. For easy terms, see inside back cover.

Man-tailored  
**Link-Button  
Classic**

Our famous Kerrybrooke\* suit in three qualities is man-tailored to give lasting wear, fit, style



Value features in these Suits

1. Under-collar reinforced to retain good looks, shape, thru long wear.
2. Revers reinforced; well-stitched.
3. Front and lapels are hand basted, then reinforced with fine canvas.
4. Armholes hand basted, reinforced with tape; then all hand felled.
5. Shoulders are lightly padded.
6. Pocket corners are back-stitched.
7. Sleeves finished with open vent, button trim, like fine men's wear.



The link-button suit that's always in fashion—always in good taste... becoming to every figure at every stage! This same jacket has notched collar, set pockets and open vent sleeves. The skirt is slimming a bit, so you'll feel good in it. The paired skirt has full pleat... and depends on how trim your suit comes in 3 qualities of fabrics... a hand-woven Rayon Twill that's guaranteed to wear for two years.

In our good quality Glen Plaid Tweed, \$12.98  
40% new wool, 50% rayon, 10% cotton

Warm suitting... very soft wear wear. Take jacket off. Colors: Glen plaid, black and white. Women's sizes: 12-16. Misses' sizes: 12-16-18-20. State size, color. ♦ 17 ND 6926 - Shipping weight, 3 pounds. \$12.98

In our better quality Herringbone Tweed, \$14.98  
45% splendid warm new wool, 55% rayon

Superior... with soft, close texture. We're beauty... Colors: Herringbone, black and white. Women's sizes: 12-16-18-20. Misses' sizes: 12-14-16-18-20. State size, color. ♦ 17 ND 6927 - State size, color. Shpg. wt., 3 lbs. \$14.98

Our best quality pin-stripe worsted, \$16.98  
100% new wool of our finest quality

Smooth... with soft, close texture. We're beauty... Colors: Black, white, grey. Women's sizes: 12-16-18-20. Misses' sizes: 12-14-16. State size, color. ♦ 17 ND 6928 - shipping weight, 3 pounds. \$16.98

Kerrybrooke  
CLASSIC

\*Kerrybrooke is Sears own name for  
certain clothes. Styles of the min-  
imum fashion wearable for years.

Pin-Stripe

PAGE 27 SUITS

# Classic Three-button Suit

in all new wool tweed

**\$1275**

Sizes 12 to 20

# Smart Topcoat Man-tailored

in the same fine fabric

**\$1275**

Sizes 12 to 20

## Classic three-button Suit

Simple, wearable notch-collar style. Jacket is fully man tailored with interlined fronts and lapels, taped armholes. Will hold its good lines through long wear. Has new natural shoulders, gored back. Waistline darted just enough to flatter your figure and have easy comfortable feel. Two flap pockets are double stitched to look like patch pockets; simulated breast pocket. Skirt has gored back, two inverted pleats in front, zip placket, taped hem. The all-new wool herringbone tweed is our finest quality. Warm, rugged and soft, richly colored. Jacket fully lined with our splendid quality Earl-Glo rayon twill guaranteed to wear two years. Length abt. 25 in. Colors: herringbone in brown-and-beige or in blue-and-brown.

Misses' sizes: 12, 14, 16, 18, 20 State size and color Shipping weight, 3 pounds.

♦17 ND 6938 ..... \$12.75

## Man-tailored Topcoat

This coat has same classic lines as the suit shown on this page. Is man tailored with care and skill, fronts reinforced, armholes taped. Will keep its good lines through long lifetime of wear. Back is beautifully cut with center seam and closed vent. Flap pockets stitched to simulate patch pockets. Armholes are roomy and sleeves are wide; coat goes on easily over suit or heavy dress. All new wool herringbone tweed is our finest, has soft texture, firm weave. Fully interlined. Lined with Earl-Glo rayon twill guaranteed to wear 2 years. Colors: herringbone in brown-and-beige or in blue-and-brown. Misses' sizes: 12, 14, 16, 18, 20 State size and color

♦17 ND 6939 - Shpg wt., 4 lbs., \$12.75

Garments marked ♦ on these 2 pages, shipped from Kansas City or New York, whichever is nearer you. Order and pay postage only from your nearest Sears-Roebuck mail order house.

Kerrybrooke  
CASUALS

Kerrybrooke is our own  
name for casual clothes

## Popular Button-up Suit

in all new wool tweed

\$ | 575  
per 12 m

Span 12 to 20

## **Warm Boxy Coat Racoon Fur Collar**

**in the same rich tweed**

**\$28.50**

513-1310-20

#### **Popular button-up Suit**

Most youthful practical classic suit you can  
choose. It buttons up warmly and prettily  
depth \$15.75  
Wool or mohair, size 12, 14, 16, 18, 20  
our highest standard. \$15.75  
goes in back and front. \$15.75  
New York \$15.75  
Wool or mohair \$15.75  
plus \$15.75  
look. Skirt is cut with \$15.75  
and front, zip placket, \$15.75  
new wool herringbone \$15.75  
100% wool \$15.75  
size \$15.75  
Satin belt \$15.75  
with \$15.75  
Wool \$15.75  
Colors \$15.75  
N.Y. State size and color \$15.75  
# 7 IND 694 \$15.75

**Boxy Coat, racoon fur collar**

Store size and color IL 4 4 5  
♦ 7 IND 694. \$28.50

East terms are available thru the back page.  
Check you size see measurements on page  
For boys, girls shoes white and other  
shoes as shown.



Kerrybrooke  
CASUALS

Kathy's is our name  
for casual clothing.



## **Junior Specials**

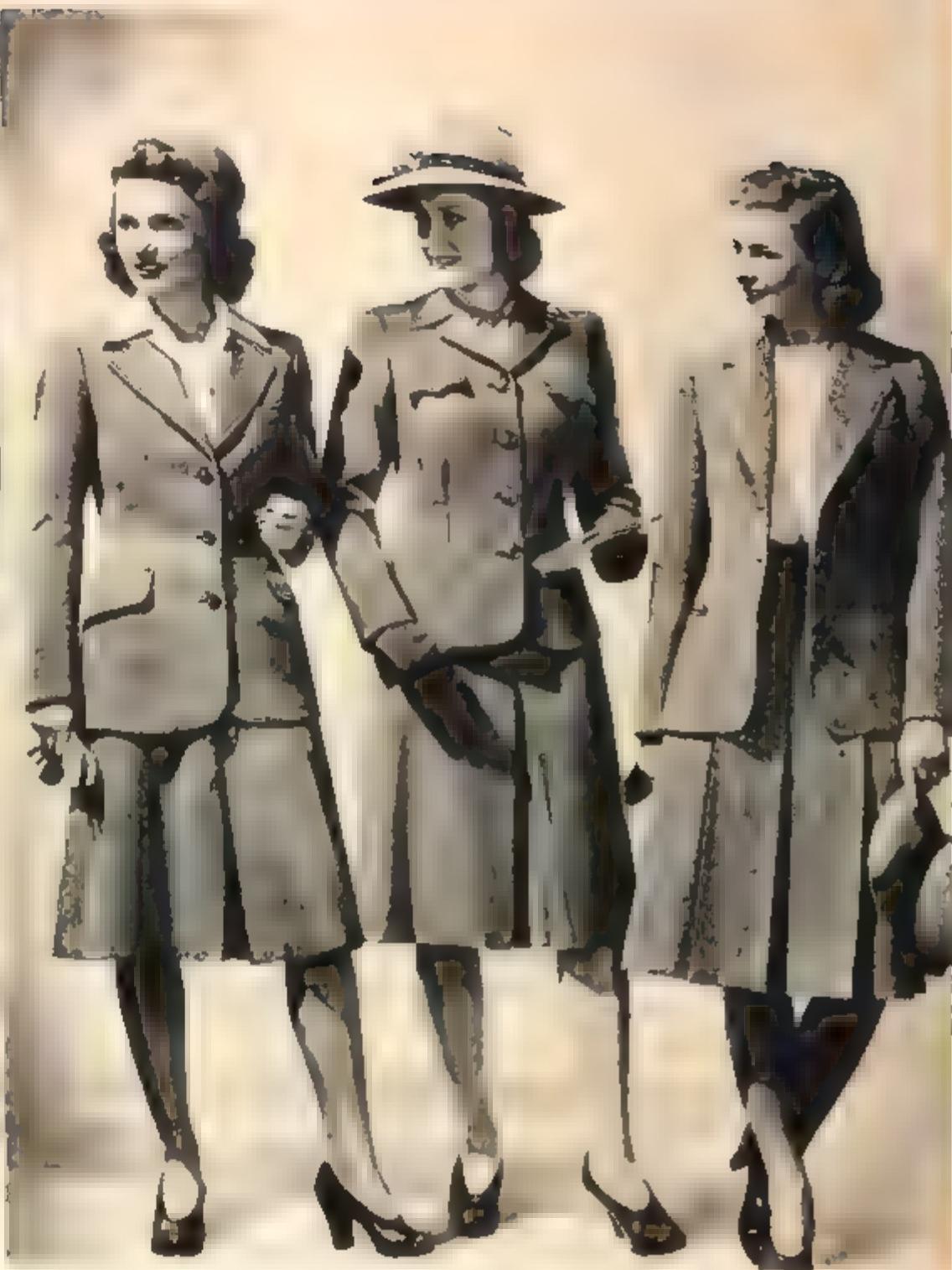
**\$798**  
Each

**Color, style, dash  
In Sizes 11 to 19**

Direkt SuH

New brand shirt has  
been designed  
over the wide way  
of neck and shoulders  
and a good pocket  
size. It is well packed  
and is 2 lbs.  
Linen size 5 1/2 lbs  
Wool size 4 lbs  
Cotton size 1 lb  
It is a very good  
quality and is  
washed for you  
Colors: red or white  
for Juniors' sizes 11  
13, 15, 17, 19. State  
size, color. Shipping  
weight 2 lbs  
#17 ND 6935 \$7.98

Zip fastenings on these pages made before government regulations were issued restricting use of zip fastening in garment of the kind



### **Our lowest-priced misses' size Suits**

**Classic fabrics well cut, accurately sized for 12 to 20**

\$10.88

### **Three-button Suit**

6 pieces jacket has outer 20% cotton  
20% rayon lining 10% cotton  
40% acetate 30% rayon  
inner 10% cotton 10% rayon  
jacket lined with acetate 30% cotton  
20% rayon 50% acetate  
Two pieces new wool 40%  
unpreserved wool, 70% reused  
wool, 30% rayon jacket all

**Colors: Herringbone Tweed**  
Linen & cotton blend  
Available in 12 colors  
Misses sizes 12-14  
12 x 16. State size, color  
Shipping wt. 1 lbs. 4 oz.  
\$12.50-\$22.50

**\$17 ND 8933**

\$9.98

### Dressmaker Suit

New soft w/soft usual lines  
quiet - very buttons. Light  
weight. Throw a little  
over your bust. Your  
shoulders are triple lined  
and more. Coat has inverted  
pleat in the front and back  
zip placket. Taped hem. Flan-  
nel is 52% reused wool, 48%  
cotton. Tacket a liner w/  
bar tuck spaces. Twill pattern  
need to wear 3 years.

\$10<sup>88</sup>

### **Classic Tweed**

Casual jacket of thick weight  
soft has three button closure  
and dark serum. Wooden  
buttons fasten the front. From  
the ~~same~~ colored skirt has  
a zippered front. Lined hem  
and placket. Tweed is 40% new  
wool, 39% reprocessed wool  
21% rayon. Jacket all lined  
with East Glo zylon. Two  
guaranteed to wear 2 years.  
Color: color Recked brown  
and beige. Misses sizes 12  
14, 16, 18, 20. State size  
Shipping weight 5 lbs. 8 oz.

*How to Order—*

Suits marked ♦ on these two pages are shipped from Kansas City or New York, whichever is nearer you. Send order to and pay postage only from your nearest Sears mail order house.



Kerrybrooke  
SUITS

**Classic menswear gray flannel**  
The style and the fabric that everyone wants. In  
classic 40/1 in comfortable gray flannel. It's a  
great value, showing 3 items trimmer. With  
the unique appeal of men's wear it's arts & crafts  
but extremely fine line. Men's shirt  
longsleeved or short sleeve, each  
deck of 100 ket tape hem A waistband  
new waist or 2 bottom or waist size regular  
a belt buckle and with a belt rayon \* made  
to wear 2 years. Color men's wear gray Misses size  
2 \$ 16 1/2 lb. size wt. lbs 2 1/2

♦ 17 ND 6931 State size \$1375



Cotton  
class

## **Popular-priced Classic Styles**

**Fine flannel and tweed Suits; misses' sizes**

**\$1375**  
Inch

102

**Classic menswear gray flannel**

The style and the fabric hat everyone want. It's a  
classic look in comfortable gray. Hat has a wide  
brim & a wide elastic band trimmer. Size  
Welted waist goes up to 44". It's a arts & crafts  
sort except it's a fine line. Has a pocket on each  
pocket. Front pocket is a bayonet pocket; back pocket is  
back zip. A belt tape hem. A wide band  
new when the zip fastener. Width 50", height 10",  
Ja. belt loop and buckle. Color men wear grey. Misses sizes  
12-14-16-18. It's a single set. The D.L.

♦ 17 ND 6931 State size \$1375

#### **Softly styled button-up shirt**

♦ 7 ND 6929 State size color \$13.75

#### **Casual version of link-button Suit**

Popular youthful suit with shield-shaped pockets at shoulder buttons. Leather pockets are simulated where are real. All are double stitched. Waistline is very soft. High over bust back seam gives a ke girdle effect. It has 2 inserted waistbands. The jacket is 60% new wool & 40% cashmere. The wool twill. 30% new wool. It is a good wool jacket fully lined. For the reason we wear and to wear 2 years. Colors: black or white tweed - blue and brown or a light grey. Price: Males sizes 12, 14, 16, 18, 20. Weight: weight 2 pounds 12 ounces.

•17 ND 6930—Single size and color \$13.25



Fabric of 7 button suit

Fabric of cordigan suit

Fabric of 3-button suit

\$1500  
EACH

# Our Greatest Suit Values

Classic fashions...with top quality tailoring...in enduring fabrics

A good suit is the most important thing in your wardrobe. You wear it in all seasons. You expect it to last a long time. And now... more than ever... you must have a suit you can count on, a suit that will serve you for years. To meet this trend of the times, we have made these handsome suits. Their fabrics are magnificent... finer than any Tweeds ever used in Sears suits at this price. The simple styles are classic perfection. The tailoring meets our highest standards. Read panel below, see the superb value built right into each suit. All styles in misses' sizes 12 to 20. Every one is a record value!

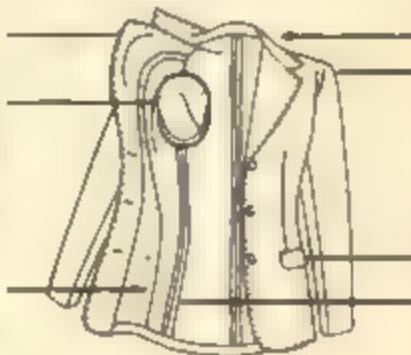
#### Finest tailoring ever offered in a Kerrybrooke Suit at this price:

Collars and lapels, reinforced with shape-retaining canvas.

Armpoles reinforced with tape, stitched in when sleeves are sewn into jacket. Resists rip or strain, holds shape well.

Jacket fronts reinforced, full-length, with a shape-retaining canvas... for good fit, smart lines, through long service.

Each skirt has zipped placket, taped hem, well-shaped gores.



Under-collar welt stitched to shape-retaining reinforcement.

New, naturally-shaped shoulder pads accent the good lines of each suit; flatter the figure.

Pockets are reinforced at the corners by firm even rows of back-stitching... to resist sag, strain or pull during wear.

Half-inch seams, throughout each suit, prevent seams from pulling; insure extra fine wear.

**Popular 7-button Suit** in hounds-tooth tweed. Handsomely tailored as specified in the panel above. Has youthful, round collar that buttons up warmly... or opens into pretty V-line. Welt-stitched collar and fronts; stitched flap pockets. Well placed darts accent the good cut of the waistline. Skirt is gored in back, two box pleats in front. Fastens with zip placket; has taped hem. Entire suit of fine tweed (75% new wool, 25% reused wool). Jacket fully lined in Skinner's rayon crepe guaranteed to wear for two years. Colors: hounds-tooth check; combining blue-brown-and-beige. Misses' sizes: 12, 14, 16, 18, 20. State size. #17 ND 6923—Shpg. wt., 3 lbs., \$15.00

#17 ND 6923—Shpg. wt., 3 lbs., \$15.00

**Classic cordigan Suit** in herringbone tweed. Magnificently tailored as specified in panel above. Has dickey collar of Skinner's rayon crepe, to match lining. Enables you to wear jacket without a blouse... is easily detachable when you wish to wear separate blouse. Jacket has double stitching down fronts, and on pockets. Beautifully cut with center-back seam... and darted waistline. Four-gored skirt has inverted pleat, front and back. Zip placket, taped hem. Tweed is all new wool. Jacket fully lined with Skinner's rayon crepe guaranteed to wear two years. Colors: herringbone in blue-and-brown. Misses' sizes: 12, 14, 16, 18, 20. State size. #17 ND 6924—Shpg. wt., 3 lbs., \$15.00

**Classic Three-button Suit** in plaid tweed. Wonderfully well tailored as specified above. Jacket has welt-stitched notched collar and revers. Slot pockets beautifully piped. Darts, from shoulders to pockets, give jacket good lines and make it very easy to wear. Two-piece center-seamed back. Gored skirt has an inverted pleat and welt seams that look like additional pleats. Zipped placket and taped hem. Fabric is fine tweed (55% new wool, 45% reprocessed wool). Jacket fully lined with Skinner's rayon crepe guaranteed to wear two years. Colors: plaid in blue-brown-and-beige. Misses' sizes: 12, 14, 16, 18, 20. State size. #17 ND 6925—Shpg. wt., 3 lbs., \$15.00

#### How to order...and customer service information

Check your size...use measurements on page 1030. Easy terms are available...see the inside back cover. Wool terms of fabric, explained on page 1029.

These suits were made before government regulations were issued restricting use of zip-fastenings in suits of this kind.

Suits marked **\*** on these two pages are shipped from Kansas City or New York, whichever is nearer you. Order and pay postage only from your nearest Sears, Roebuck and Co. mail order house.

All 7 buttons show when the jacket is fully buttoned



Kerrybrooke® is Sears' own name for casual clothes - styles of the minute fashions we create for years.

The Seven-button suit

The Cardigan suit

The Three-button suit

PAGE 33 . . . . . SUITS

BLACK

BLACK

BLACK

NAVY

NAVY

NAVY

In good quality rayon, \$2.98

In better quality rayon, \$4.98

In best quality rayon, \$6.98

# The all-important Basic Dress

Newest versions of the flattering V-neck Frock and Dickey Dress

Plan a basic dress to be the mainstay of your wardrobe. The becoming dark frock to wear everywhere is a first favorite of well-dressed women. Soft line folds on the original V-neck basic dress make a perfect background for accessories. The equally flattering dickey dress has its own crisp tailored white dickey, as shown, try it with other neckwear for a change of mood. Both styles are available in three qualities each. So choose the best you can afford—as a smart fashion investment for many uses, for long satisfactory wear. In misses' sizes 12 to 20 and women's sizes 34 to 44.

Our good quality  
in both styles **\$2.98**  
Each

## Good quality V-neck Basic

The \$2.98 version of your favorite background dress in our good quality firmly woven Rayon fabric. A fresh, white flower corsage accents the becoming neckline. Made with 1/2-in. pinked seams throughout; 2-in. hem with blindstitch finish; self fabric belt and covered buckle. Clean finish inside and out. Dry clean. Colors: Black or Navy. State size and color. Shpg. wt., ea., 1 lb. 6 oz. #31 ND 5000—Misses' sizes: 12, 14, 16, 18, 20 only ..... \$2.98 #31 ND 5700—Women's sizes: 34, 36, 38, 40, 42, 44 ..... \$2.98

## Good quality Dickey Dress

Budget-priced edition of our flattering dickey dress comes in good quality firmly woven Rayon fabric. Made with all 1/4-in. wide pinked seams throughout; self fabric belt and covered buckle; blindstitched 2-in. hem, clean finish inside and out. Dry clean. Tailored white cotton dickey is detachable for washing. Colors: Navy or Black. State size and color. Shpg. wt., 1 lb. 6 oz. #31 ND 5050—Misses' sizes: 12, 14, 16, 18, 20 only ..... \$2.98 #31 ND 5750—Women's sizes: 34, 36, 38, 40, 42, 44 ..... \$2.98

Our better quality  
in both styles **\$4.98**  
Each

## Better quality V-neck Basic

A more dressy fabric and better workmanship to give you the most value for \$4.98. We've used better quality smooth Rayon Crepe that has a flattering drape and soft luster. Made with fine dressmaker finishing details both inside and out. Re-enforced belt for satisfactory wear. Double gardenia corsage for a flattering white accent. Dry clean. Colors: Black or Navy. State size and color. Shpg. wt., ea., 1 lb. 6 oz. #31 ND 5001—Misses' sizes: 12, 14, 16, 18, 20 only ..... \$4.98 #31 ND 5701—Women's sizes: 34, 36, 38, 40, 42, 44 ..... \$4.98

## Better quality Dickey Dress

You'll like the fabric we've used—it is our better quality smooth Rayon Crepe with a flattering drape and soft luster. Made with fine dressmaker finishing details throughout. Belt is re-enforced for longer and more satisfactory wear; fabric covered buckle. Crisp white rayon dickey detaches for easy washing. Good workmanship. Dry cleanable. Colors: Navy or Black. State size and color. Shpg. wt., ea., 1 lb. 6 oz. #31 ND 5051—Misses' sizes: 12, 14, 16, 18, 20 only ..... \$4.98 #31 ND 5751—Women's sizes: 34, 36, 38, 40, 42, 44 ..... \$4.98

Our best quality  
in both styles **\$6.98**  
Each

## Our best quality V-neck Basic

Perfectly designed dress, flattering to all figures because of its wearable lines. In our finest Rayon Alpaca-type fabric, a dull crepe weave that's famous for its tailoring qualities and durability. A double gardenia corsage accents the V-neckline . . . deep stitched folds release fullness to the bodice . . . fan tucking slenderizes your waist. Becoming elbow length sleeves, luxurious unpressed pleats in the skirt. Wear it also with your own jewelry and accessories. Our finest standards of workmanship. Dry clean. Colors: Black or Navy. State size and color. #31ND5002—Misses' sizes: 12, 14, 16, 18, 20 only #31ND5702—Women's sizes: 34, 36, 38, 40, 42, 44. Shpg. wt., ea., 1 lb. 6 oz. Each dress ..... \$6.98

## Our best quality Dickey Dress

Your dress to live in, for its completely wearable lines and its endless variety whenever you change-off dickeys. In our finest Rayon Alpaca-type fabric, a dull crepe weave that's famous for its tailoring qualities and durability. With smooth feminine shoulders, padded just right, smart 3/4 length sleeves. Soft bodice fullness coming from yoke, and sleek-fitting midriff panel to nip in the waist; graceful unpressed skirt pleats. Best quality detachable rayon dickey. Our highest standards of workmanship. Dry clean. Colors: Navy or Black. State size and color. #31ND5052—Misses' sizes: 12, 14, 16, 18, 20 only #31ND5752—Women's sizes: 34, 36, 38, 40, 42, 44. Shpg. wt., ea., 1 lb. 6 oz. Each dress ..... \$6.98

How to order . . . and customer service information

Check your size. For measuring directions see page 1030. Available on easy terms details on inside back cover. Use the index to find hats, gloves, and other neckwear.

Dresses on these pages marked **\*** are shipped from Kansas City or New York, whichever is nearer you. Order and pay postage only from your nearest Sears Mail Order House.



Charmaine  
Basic DRESSES

Charmaine—Sears' own name for  
dresses—means a lot of the minute  
details—wearable for years.

The V-neck Basic Dress

The Dickey Dress



# The Shirtfrock and Button-front

Two popular Kerrybrooke Classics with superb tailoring and styling

Because they flatter every figure . . . they are becomingly youthful . . . they are right every hour in a long active day, these dresses are the classics you're loyal to season after season. Here are our newest versions. Both have the extra value look that only fine tailoring achieves. Both come in three qualities of the most popular fabrics for Fall and Winter. Choose the best you can afford, as a fashion investment for years of satisfied wear. The shirtfrock comes in sizes for juniors, misses, and women. The button-front comes in sizes for misses, women and in half sizes for shorter women.

Our good quality  
In both dresses **\$3.98**  
Each

### Good quality Shirtfrock

Fabric is good soft-textured rayon. Workmanship includes 1/4-in seams, pinked throughout. Shaped shoulder pads, and non-rip back stitching. Trimming of good grade simulated leather buttons and matching belt. Styled exactly like best quality. Colors: Cadet Blue or Beige. State size, color. Shpg. wt., ea., 1 lb. 8 oz. #31 ND 5003—Misses' sizes: 12, 14, 16, 18, 20 only \$3.98 #31 ND 5703—Women's sizes: 34, 36, 38, 40, 42, 44 \$3.98 #31 ND 5503—Juniors' sizes: 9, 11, 13, 15, 17 only \$3.98



Back view of  
Shirtfrock

Our better quality  
In both dresses **\$6.98**  
Each

### Better quality Shirtfrock

Fabric is better quality soft rayon. Workmanship has same features as the good quality, plus finer stitching in all seams, clean finish inside and out. Trimming details include 3 real leather buttons and sturdy leather belt. Styling same as our best quality. Colors: Cadet Blue or Beige. State size, color. Shipping wt., ea., 1 lb. 8 oz. #31 ND 5004—Misses' sizes: 12, 14, 16, 18, 20 only \$6.98 #31 ND 5704—Women's sizes: 34, 36, 38, 40, 42, 44 \$6.98 #31 ND 5504—Juniors' sizes: 9, 11, 13, 15, 17 only \$6.98

**Good quality Button-front**  
Fabric is our good rayon gabardine. Workmanship includes pinked seams 1/4-in wide throughout, hemmed front facings, shaped shoulder pads. Trimming of matching color buttons, self fabric belt, covered buckle. Styled just like the best quality. Colors: Beige or Cadet Blue. State size, color. Shpg. wt., ea., 1 lb. 8 oz. #31 ND 5006—Misses' sizes: 12, 14, 16, 18, 20 only \$3.98 #31 ND 5706—Women's sizes: 34, 36, 38, 40, 42, 44 \$3.98 #31 ND 5606—Half sizes: 16½, 18½, 20½, 22½, 24½, 26½ \$3.98



Back view of  
Button-front

Our best quality  
In both dresses **\$8.98**  
Each

### Our best quality Shirtfrock

Fabric is famous 100% All Wool Botany Flannel. Workmanship same as better quality plus double stitching on collar, sleeves and bodice pocket. Trimming of high grade leather belt and buttons. Styling—the best in tailoring and design makes this a flattering, easy to wear shirtfrock. Smooth shoulder yoke front and back, slender dart-fitted waist, gored skirt with inverted box pleat centered front and back, slanted bodice pocket, ¾ length bracelet sleeves. It looks custom-made! Colors: Cadet Blue or Beige. State size, color. #31ND5005—Misses' sizes: 12, 14, 16, 18, 20. #31ND5705—Women's sizes: 34, 36, 38, 40, 42, 44. #31ND5505—Juniors' sizes: 9, 11, 13, 15, 17. Shipping wt., ea., 1 lb. 8 oz. Each dress \$8.98

### Better quality Button-front

Fabric is our better quality firm rayon gabardine for strength, longer wear. Workmanship same as good quality plus 2-in. hem, finer stitching throughout. Trimming of tailored belt, re-enforced for longer, more satisfactory wearing. Style exactly like the best quality. Colors: Beige or Cadet Blue. State size, color. Shpg. wt., ea., 1 lb. 8 oz. #31 ND 5007—Misses' sizes: 12, 14, 16, 18, 20 only \$6.98 #31 ND 5707—Women's sizes: 34, 36, 38, 40, 42, 44 \$6.98 #31 ND 5607—Half sizes: 16½, 18½, 20½, 22½, 24½, 26½. Shpg. wt., each, 1 lb. 8 oz., \$6.98

### Our best quality Button-front

Fabric is our best sturdy, smooth rayon gabardine that tailors so beautifully. Vitalized to prevent sag and stretch. Trabilized to resist wrinkling. Workmanship includes extra-fine finish details both inside and out to meet our highest standards. Styled with flattery for all who wear it in the slenderizing lines of this go-everywhere dress. Notched collar, two tailored pockets, ¾ length sleeves. Buttons spaced in pairs for added interest. Stiched flaring goes front and back. Colors: Beige or Cadet Blue. State size, color. #31ND5008—Misses' sizes: 12, 14, 16, 18, 20 only. #31ND5708—Women's sizes: 34, 36, 38, 40, 42, 44. #31ND5608—Half sizes: 16½, 18½, 20½, 22½, 24½, 26½. Shpg. wt., each, 1 lb. 8 oz., \$8.98

#### How to order . . . and customer service information

Size Scales page 1030. Shorter Women's size scale, page 54. Available on Easy Terms—details on Inside Back Cover. For best results, we recommend dry cleaning these dresses.

Dresses on these pages marked **♦** are shipped from Kansas City or New York, whichever is nearer you. Order and pay postage only from your nearest Sears Mail Order House.



Velvet blouse  
CLASSIC SKIRT



The classic Button-front

Kate Khrushcheva  
is Shari's own model for  
our clothes. She is the main  
woman in our wedding line.

The classic Shirtrock



Kerrybrooke  
CLASSIC DRESSES

Kerrybrooke is our own name for casual clothes. Styles of the minute . . . fashion, wearable for years.

38 . . . SEARS, ROEBUCK AND CO. ♥

The soft Surplice Dress



The two-piece Suit Dress

Back view of  
Surplice Dress

Back view of  
Suit Dress



NAVY

BLACK

SOLDIER BLUE

MEDIUM GREEN

Fabric and colors of the Surplice Dress

Fabric and colors of the Suit Dress

# \$4.98 Sears Famous \$4.98 Dresses

EACH

Classic fashions . . . with top quality tailoring . . . in long-wearing fabrics

Last season Sears introduced new value and tailoring standards in dresses at \$4.98. Thousands of women ordered these specially priced fashions, and their letters of appreciation proved that Sears value claims were well founded. Now for Fall and Winter, we offer a new series of smart, wearable classics made to the same superb quality of workmanship—in firm-textured, dry cleanable rayon fabrics that wear and tailor well. Here are two of your favorite styles, each with a detachable dickey:—the soft surplice neckline frock, and the flattering two-piece suit dress.

### All these Fine Workmanship details add Looks and Value to your dress

Shaped shoulder pads covered with self fabric have flat interlining

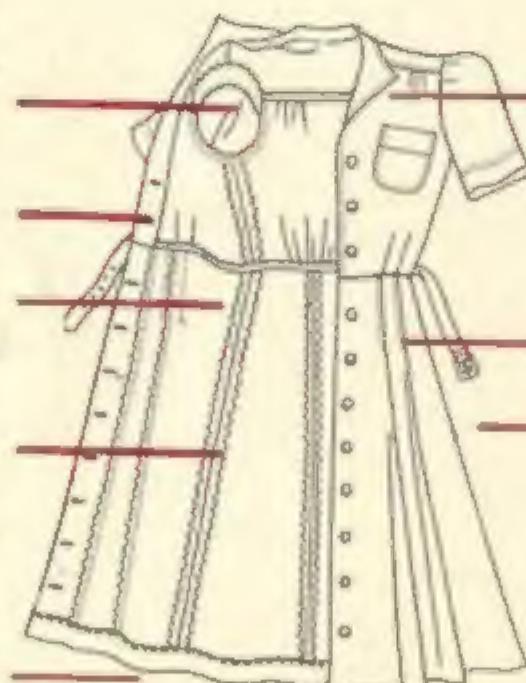
Non-ravel buttonholes with extra fine purled stitch. Guaranteed to be uniformly spaced with buttons

Taped at waist, yokes, points of strain for neatness and long wear

Generous  $\frac{1}{2}$ -in. pinked side seams, all others  $\frac{1}{2}$ -in. wide and pinked

Best-type top stitching throughout like higher priced dresses

2-inch hems are machine-stitched and overcast for a clean finish



Straight stitching, steam pressing, clean finish inside and outside like more expensive dresses

Figure-fitting waistlines with smooth concealed side-plackets

Back stitching on all pleats and tucks to guard against ripping

Self fabric belts reinforced for long wear, and covered buckles

Vat-dyed thread used throughout dress matches the colors exactly

Fabric tested and chosen for durability, firmness and tailoring

The soft Surplice Dress you can wear successfully with or without its dickey, or with other neckwear. Deep rolling neckline and slenderizing hip yoke are new and becoming fashion details. Bodice ease comes from shoulder yoke and gathers at the waistline. Back of bodice is smoothly dart-fitted. Flaring skirt gathers onto yoke in front with slimming molded hip line. Back of skirt has well-cut gores. In good quality dry cleanable Rayon Alpaca-type Fabric. Colors: Navy or Black.

State size and color. Shipping weight, each, 1 pound 6 ounces.

♦31 ND 5009—Misses' sizes: 12, 14, 16, 18, 20 only....\$4.98

The two-piece Suit Dress—so successful that it's become a classic! It's a double-duty style you can wear as a dress or a suit! Flattering tailored jacket with a detachable white dickey collar. Inset belt ties in front and gives you a nipped-in waist. Two big patch pockets; smart bracelet length sleeves. Gored skirt has inverted front kick pleat. Dry cleanable smooth texture Rayon. Colors: Soldier Blue or Medium Green. State size and color. Shipping weight, each dress, 1 pound 6 ounces.

♦31 ND 5010—Misses' sizes: 12, 14, 16, 18, 20 only....\$4.98

♦31 ND 5710—Women's sizes: 34, 36, 38, 40, 42, 44....\$4.98

### How to order . . . and customer service information

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Check your size . . . for measuring directions, see page 1030. Available on Easy Terms . . . see details on inside back cover. Use the Index . . . to find hats, bags, accessories shown here.



Fabric and colors for the Dickey Dress

Fabric and colors for the Shirtfrock

# \$4.98 Sears Famous \$4.98 Dresses

EACH

Classic fashions . . . with top quality tailoring . . . in long wearing fabrics

Last season Sears introduced new value and tailoring standards in dresses at \$4.98. Thousands of women ordered these specially priced fashions, and their letters of appreciation proved that Sears value claims were well founded. Now for Fall and Winter, we offer a new series of smart, wearable classics made to the same superb quality of workmanship—in firm-textured, dry cleanable rayon fabrics that wear and tailor well. Here are two of your favorite styles:—the easy to wear dickey dress in a new button-front version, and the smartly flattering dress-up shirtfrock.

All these Fine Workmanship details add Looks and Value to your dress



The button-front Dickey Dress is a wardrobe standby. Worn with other dickey collars it offers endless variety. The well cut surplice top uses darts and tucks to supply soft ease. Gored skirt has flaring unpressed pleats stitched part way down; slims your hips. Made of smooth firm rayon with matching composition buttons. Dry clean dress. Remove dickey to wash it separately. Colors: Soldier Blue or Rosewine. State size and color. Shipping weight, each dress, 1 lb. 6 oz.

♦31 ND 5016—Sizes: 12, 14, 16, 18, 20. Also 38, 40, . . . \$4.98

♦31 ND 5616—Shorter women's sizes: 16 $\frac{1}{2}$ , 18 $\frac{1}{2}$ , 20 $\frac{1}{2}$ , 22 $\frac{1}{2}$ , 24 $\frac{1}{2}$ , 26 $\frac{1}{2}$ . . . . . \$4.98

Dress-up Shirtfrock precisely tailored in fine Rayon alpaca-type fabric, simple in its lines and becoming to everyone. Convertible neckline; plenty of ease through bodice top; blouse back with yoke to inject gentle gathered fullness. Square stitched pocket, and matching gilt-rimmed buttons add a luxury look. Skirt has double stitched kick pleat in front and back. Dry clean. Colors: Rosewine or Black. State size, color. Shpg. wt., 1 lb. 6 oz.

♦31 ND 5015—Misses' sizes: 12, 14, 16, 18, 20 only . . . \$4.98

♦31 ND 5715—Women's sizes: 34, 36, 38, 40, 42, 44, . . . \$4.98

♦31 ND 5615—Shorter Women's sizes: 16 $\frac{1}{2}$ , 18 $\frac{1}{2}$ , 20 $\frac{1}{2}$ , 22 $\frac{1}{2}$ , 24 $\frac{1}{2}$ , 26 $\frac{1}{2}$ . . . . . \$4.98

#### How to order . . . and customer service information

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See scales, Page 1030. Shorter Women's size code, Page 54. Available on Easy Terms—see details on inside back cover. Use the Index—to find hats, gloves, accessories shown.



Back view of  
Dickey Dress

Back view of  
Shirtfrock

The Dickey Dress

The Shirtfrock

Kerrybrooke  
CLASSIC DRESSES

Kerrybrooke is our own name for  
cosy clothes... styles of the minute  
• • • fashions wearable for years